

LOCAL PROGRAMS • Nov. 13-19

MLP

TV GUIDE

15¢

A Report:
COLOR TV'S
FINAL TEST

Are Wrestlers
Human Beings?

Jimmy Durante



New RCA VICTOR BIG-SCREEN TV

now with

ROTOMATIC TUNING



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Less to do!

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21" Barton
Model 21S353,
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RCA Victor 17" TV for as low as \$189.95... 21" TV for only \$239.95! See these big-screen beauties with finest sound and sharpest picture *today*—at your RCA Victor dealer's.

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And for expert installation, ask your dealer about an RCA Victor Factory-Service Contract... available *only* to RCA Victor TV owners in all principal TV markets.

Win \$5000! For details see the RCA Victor Show starring Dennis Day, over NBC-TV. Consult this magazine for local time. Suggested Eastern list prices, subject to change without notice.



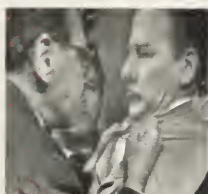
Every year more people buy **RCA VICTOR** than any other television

Tmks. ® Division of Radio Corporation of America

as we see it

TV GUIDE

QUESTION: Is there enough violence and crime on television? We set up a camera in front of a receiver one recent evening and got:



5 P.M.



5:30 P.M.



7 P.M.



8 P.M.



9 P.M.



9:30 P.M.



10 P.M.



10:30 P.M.

ANSWER: If the viewer wants violence, there's certainly plenty of it to watch. Matter of fact, there may even be too much of it for the average citizen.

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the Miracle of Television

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TELEVISION PICTURE



Giant-Size 24-inch Screen

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The 1954 sensation of the TV world is here! Philco Deep Dimension! Now, you see not just *part* of the picture with precious background detail lost in blur and diffusion, but *all* of the picture in pinpoint detail. Developed by Philco, it sets a new standard of viewing enjoyment for the entire television industry, and sets the stage for small screen TV set owners everywhere to *trade-up* to a big screen Deep Dimension Philco.

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New TV Chassis

PHILCO HF-200

Adds New Miles to
TV Reception

*New Clarity! New Realism!
New Depth of Detail!*



PART 1



Camden's Herman Rhode: he's called Nature Boy now.

DRAMATIC STARS:

How Nature Boy Struck It Rich

HERMAN RHODE, alias Dutch Rhode, alias Buddy Rogers, alias Nature Boy, alias Buddy (Nature Boy) Rogers, is a professional wrestler who likes everybody in general and telecaster Wayne Griffin in particular. Television he loves.

Nature Boy's affection for announcer Griffin and TV is understandable. His warmth toward the public needs more explaining. Reason: certain misguided characters (not the same folks Perry Como calls crazy, mixed-up kids) use his torso as a substitute for a tree

trunk in testing their new switch-blade knives. Others try to drown him.

Why should Nature Boy take abuse? No chains bound him to wrestling. He had a trade. Back in 1940 he drew a pay envelope of \$18.26 as an apprentice sheet metal worker in Camden, N. J. That was the year of his adventure into professional wrestling. Had he made the right move?

With such worries applying a half-Nelson to his brain, Nature Boy rested his thick golden bantam locks upon the sympathetic shoulder of Griffin. He was miserable.

Griffin counseled him wisely. The announcer foresaw television as the stage upon which wrestling would regain popularity and prosperity. Make a hit on TV tonight and tomorrow the barber in Red Clay, N. C., is your self-appointed drum beater.

"I was ready to quit when Wayne showed me what an asset television was for wrestling and for me," declares N. Boy. "Wayne Griffin is the greatest announcer and the nicest person that you would want to meet."

Some Statistics

From a modest beginning of \$8000 in his first mat year, Nature Boy earns between \$75,000 and \$100,000 annually. On him it shows. Snuggled next to the thick pinky of his left hand is a 14-carat diamond, purchase price \$20,000. Located in a similar position on his right hand is a miniature iceberg valued at \$10,800. Equally flashy is a wardrobe that includes 33 custom-tailored sports jackets. For transportation he rides the bumps in a Coupe de Ville Cadillac.

Lest the Nature Boy fan clubs concern themselves over his security in old age, N.B. has put a few bob away. He has a substantial annuity and his real estate holdings in Camden include a 10-unit apartment as well as nine homes.

Nature Boy might be described as All-America in structure. He has Kansas-colored hair. His shoulders are as broad as Texas and his waist as prim as Vermont. His is a handsome, masculine face.

The transition of Dutch Rhode into Nature Boy happened accidentally on

the West Coast. After coating his symmetric muscles with an attractive layer of tan and permitting his hair to thicken and spread to within the fringe of his redwood neck's nape, he made his entrance before a Hollywood wrestling audience.

The memorable event occurred when the Nature Boy song was harvesting nickels in the juke boxes. Our man removed his robe, turned his profile in four directions. He both captivated and inspired his audience. "Nature Boy! Nature Boy!" screamed the women. The name stuck.

His appeal is strongest to women. Spread over the country his fan clubs have total membership in excess of 40,000. The more bold members of the opposite sex wait outside his dressing room, hoping to know him better.

"We call them stage door Jennys," said Nature Boy. "Ninety percent of them are nice kids but the other 10 percent are—" Here Nature Boy stops to grope for polite but strong words.

Apparently for everyone who loves



An interesting photo of Nature Boy, right, playing footsies with an opponent.

Nature Boy there is a bitter soul who despises him. That adds up to money in the bank and Nature Boy knows this full well.

"It is music to my ears," replies Nature Boy when asked how boos strike his still well-shaped ears.

Moral: if you can't be good, be a baddie . . . it pays off.

Then again, some onlookers are not content to boo. A frenzied knife-wielder in Windsor, Ontario, slashed



Wayne Griffin: Nature Boy's mentor. He also likes to play with model trains.

the Boy's thigh. The brand mark of a Texas bladesman is visible in the vicinity of Nature Boy's knee.

His most terrifying experience came in Kansas City. Unquestionably Nature Boy overplayed his role. The mob that awaited him outside the arena was violently ugly. As he stepped into the street, he was felled by the full blast of a high-pressure hose. The stream of water struck him in the face. Momentarily Nature Boy thought he had been blinded. Every time he arose, the water knocked him down. Just when Nature Boy feared he could not outlast the mob's fury, the police arrived.

Naturally every one who seeks to do him violence does not succeed. During the past outdoor season in Philadelphia, a ringsider at Toppi Stadium took exception to the manner in which Nature Boy was abusing Argentine Rocca. The tamale-tempered fan unsheathed his blade and went to Rocca's rescue.

Nature Boy got out of that spot neatly. He pushed Rocca into the path

of the assailant and Rocca got cut by one of his own rooters.

Old soldiers never die. Nor do wrestling champions ever lose. Let's face it: wrestling belongs to the realm of the stage rather than the field of competitive sports. The meetings of wrestlers are billed as exhibitions.

A supporting cast performer, now on sabbatical leave, recalls with a touch of nostalgia his tour of duty. Every Monday morning's mail brought the listing of his bouts for the week. Sometimes his booking agency gave him five assignments. More often he drew three bouts and was paid a flat fee for each. He longed for the wind-up spots, for the principals of the featured match work on percentage.

On his circuit were several Canadians. They, upon informing the booking office of the length of time they could remain here, were booked solid up to their departure dates.

Canadian Capers

Regardless of the manner of booking, all made sure to arrive early at a show site. There they would be met by an agent of the booking office. His was a key role. He would check the advance sale, gaze at the early comers and estimate the likely attendance. Then, the agent would determine whether the audience was entitled to a long, medium or short show.

His decision reached, the agent would call the cast together, allot the duration of the windup and the supporting bouts and nominate the winners, often specifying the throw holds.

For most wrestlers, the pattern runs something like this: young eager beaver lifts weights, eats sensibly, gets plenty of sleep. He develops muscles to go with his wavy hair and sun tan. He wins a Mr. Country title and becomes a wrestler. He finds sudden wealth. He enjoys the company of pretty women, thrives on rich food. As he grows fat he becomes less appealing to the dames. This makes him worry, causing him to lose his hair.

Fat and bald and without journeyman ability, there is only one place left for him in wrestling. He can become a referee.

Next Week: THE WOMEN TAKE HOLD





Historic moment: FCC and industry executives see realization of color TV dream.

Color TV's Final Test

Federal Communications Commission Inspects Industry's Effort

IN AN impressive demonstration of color television that may pave the way for TV in full color before the end of the year, the entire TV industry staged a full-dress display of color telecasting in New York recently for the Federal Communications Commission.

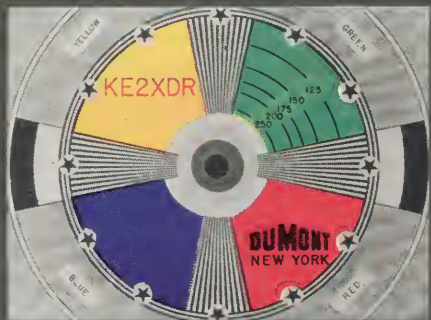
Because of the small size of the color TV picture tubes and the anticipated high costs of color receivers, however, the general public will probably hold tight to its black-and-white receivers for some time after color sets

Vivid hues: stars of NBC portion of the demonstration were Nanette Fabray (lower right), *Hit Parade* Dancers, Professor Burton's *Love Birds* and *Kukla and Ollie*. Audience compared quality of televised color to that seen in good color movies.

are available in the Nation's stores.

The FCC is the Government agency that rules on all standards for radio and TV broadcasting. No color telecasts would be possible without the FCC's sanction. Once CBS, long the maverick in color TV development, abandoned its particular system of telecasting in color, the entire industry joined forces to bring color to the public as soon as possible.

The New York demonstration, held in the Starlight Roof of the Waldorf-Astoria Hotel, was designed to convince the FCC that this new industry-developed color system was good enough to be granted the required go-ahead immediately. One of the most important considerations was that programs telecast under the all-industry system could be received in



The new look in test patterns: Du Mont slide was transmitted successfully in UHF.

black-and-white on the more than 25,000,000 receivers now in the hands of the public. As a result, with the all-industry color system there is no need to throw out your present set when color telecasts start. It will not be obsolete in any way.

There were probably more top industry executives, engineers and technicians to the square inch at the demonstration than have ever rubbed shoulders before. Thirteen color receivers, each with a 14-inch tube and manufactured by a different firm but unidentified as to brand name, were lined up in a row. A special section was roped off directly in front of the sets, with uniformed guards posted to keep out all but the seven members of the FCC and a single technician to handle the controls on each receiver.

CBS, Du Mont and NBC participated in staging the color show. NBC produced a half-hour variety program.

The show was received on several of the 13 sets in sharp, clearly-defined hues with none of the "break-up" or running-together of colors that marred previous demonstrations. A preponderance of reds, blues and greens, as well as off-tone flesh shades, on some of the other receivers indicated that manufacturers of these still have some kinks to work out.

CBS demonstrated the feasibility of transmitting color via remote pickup, staging a 15-minute show in the out-

door garden of the Museum of Modern Art. For this part of the program, CBS used its single-tube color camera, which it says can be mass-produced at low cost to make color telecasting less expensive. The CBS color tended to subtler tones and pastel shades, with less striking contrast than the NBC part of the program. Closeups were good but the long shots looked hazy and often took on brownish hues.

Du Mont, transmitting on a UHF channel, showed selected color slides to demonstrate the faithfulness of color reproduction in still life. Again, depending on the quality of the individual TV receiver, the pictures were good.

It was also shown that color TV can be telecast from city to city through existing relay channels. The color pictures were sent from New York to Washington and then back to New York, to be received again on the receivers at the Waldorf.

The question of how much the public will be charged for color receivers was not discussed. Industry spokesmen have previously estimated that early sets will range in price from \$750 to \$1000.



Colorful Carmen Miranda and Ed Sullivan in an earlier test of CBS equipment.



Mary Martin and Ethel Merman.

2 GIRLS 4 NOTES / MAKE RECORD HISTORY

TELEVISION, which already has brought about a small revolution in the eating, sleeping, reading and movie-going habits of the Nation, would appear now to be invading the music field, long considered the personal property of radio's entrenched legion of disk jockeys.

Unless the straws in the wind are blowing in the wrong direction, TV is showing every indication of taking unto itself the lucrative business of making or breaking the day's hit tunes, a matter of acute concern to the record companies.

Biggest straw at the moment—a veritable young log, in fact—is the Mary Martin-Ethel Merman album recently released by Decca. Available in all three speeds, it is a direct off-the-tape recording of the smash duet these two stars romped through on the Ford 50th Anniversary Show last spring, 12 minutes of some of the most inspired popular music ever to hit the airwaves. The Decca people are con-

vinced they have something here, and profess to see in the album's popularity a new avenue of business: the recording of on-the-air TV performances as both singles and albums.

Capitol was even faster than Decca in latching onto the TV potential, currently riding high with no less than three versions of TV's own *Dragnet* theme. And as a further commentary on the potency of the medium, Capitol executives point out that the *Dragnet* theme was heard on radio for three years without causing excitement.

The record people are now looking for such TV singing stars as Dinah Shore, Jane Froman, Perry Como, Eddie Fisher and the others to ease off on their concentration on already established favorites and veer sharply in the direction of brand new tunes. None of these stars, of course, is adverse to having a personal hit on his hands, and the added visual impact of TV can sell a new song just as effectively as it sells a sponsor's product.

What They Like in

NEW YORK



Ed Herlihy all dressed up to emcee a *Children's Hour* on a New York station. The show's popularity outstrips local adult programs.

IT couldn't possibly be that the local New York TV audience comprises mostly children. Yet the most popular local show is the *Horn & Hardart's Children's Hour*, telecast Sunday mornings.

This program, similar to old-time amateur shows in your neighborhood movie theater, plays to more people each week than bigger-budgeted shows starring such well-known entertainers as Morey Amsterdam, Steve Allen, Ernie Kovacs and Jinx Falkenburg. The kids sing, dance, do comedy skits and generally strut the stuff they learned at those Friday afternoon dancing school sessions.

The program's appeal to children is obvious. As to the parents—well, maybe those whose kids appear on *Children's Hour* make certain their relatives and friends tune in. The show

is emceed by Ed Herlihy, who in his spare time is the dulcet-voiced announcer on *Kraft TV Theater*.

That there are some higher intellects among New York TV viewers is proved by the fact that the second and third most popular local programs are nightly news roundups. John K. M. McCaffery's 11 o'clock news show draws the second largest audience. Third place goes to *Allan Jackson and the News*, which is aired opposite the McCaffery show.

In rating the shows New Yorkers like best, such special features as baseball games and the many feature movie programs have been excluded. New Yorkers throughout the summer followed their teams faithfully on TV. As for movie programs, *The Early Show*, *The Late Show* and *The Late Late Show* rank high.

TV GUIDE

Christmas Gift

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each additional
gift subscription

only . . . **\$4**



Chicago Dateline

TV's Week: Chicago's educational TV channel (11) is being plagued by that old debbil—Money! Although the Chicago Educational TV Association has met \$777,000 of its \$1,000,000 goal, progress is stalemated until the \$900,000 mark is reached. Latest reports are that the association has appealed to the Ford Foundation's Fund for Adult Education for more money. But Ford, which has already allocated \$150,000 for Channel 11, reportedly rejected the plea on the basis of other communities' needs. Question now is will



O'Neil

Channel 11 meet its Oct. 1, 1954 launch-date?

Danny O'Neil's *Breakfast Party* gang (11 AM, WBKB) have parted company with the daytime audience-participation format. They're pioneering a "worth-while variety show," using local talent plus visiting celebrities. First step was to make it a purely audience vehicle by dropping ticket and reservation requirements. Now doors are open to anyone who wants to drop in and watch the show at the Civic Theater.

Latest entry on the FCC's UHF roster is Lewis College of Science and Technology in Chicago which has filed a request for a television station on Channel 38. The college now operates non-commercial WFJL locally.

Bill Bailey, who once masqueraded behind the foliage of WNBQ's Cactus Jim, was glimpsed on Hallowe'en, trick-or-treating in full Cactus Jim regalia, followed by a sizable group of youngsters. Story goes that Bill killed off his character, protesting that the kindly

western characterization wasn't boosting the Bailey reputation enough. One guess is that Bill would be happy to resurrect Cactus Jim now, if he found any encouragement.

WGN-TV's Jack Payne is still calming down after this one. He awoke at 11 one morning, bounded out of bed, called a cab and finished dressing on his way down to Channel 9's studios. Got there just as both hands on the clock were pushing 12—the moment he was scheduled to welcome the women on *Hi Ladies*. Only trouble was, the effort was wasted. It was Sunday.

Advance Tips on Shows: The off-again, on-again status of WBKB's *Childcraft Show* has been resolved. It's definitely cancelled as of Nov. 20, when its 13-week contract expires. But who will replace Dr. Emma Dixon Sheehy and her nursery opus has not been determined yet.

TV GUIDE's speculation about Hal Block's presence around WGN-TV has proved valid. Hal has been signed to emcee a half hour local week-day quiz from 11 to 11:30 AM, starting Nov. 16.



Sheehy

WNBQ's Johnny Coons tries his kids' magic via radio starting Nov. 14. He'll spin tall tales and play records for the moppets each Saturday from 8:30 to 9 AM on WMAQ.

Witty author H. Allen Smith replaces Robert Breen on DuMont's Nov. 20th *Down You Go* telecast.

Sponsors of Alex Dreier's *Man On The Go* are reportedly beaming over its success and muttering network plans.

Natco the Clown will stay on at WNBQ for at least another month.



Fair weather or foul, whenever Friday the 13th darkens the calendar, a number of brave people assemble here in Chicago for a strange dinner party. As members of the Anti-Superstition League of America, they are out to prove man can defy hexes and hoodoos. After their banquet, the guests with reckless abandon deliberately proceed to break mirrors, spill salt, walk under ladders and in sundry other ways to trample on as many taboos as possible.

Show folk, notoriously in awe of Lady Luck, are scarce at these affairs. To many a performer, a dropped pin is an

"My ~~U~~nluckiest

Mike Douglas—emcee of WGN-TV's *Showcase* (Friday 7 PM) and featured singer on DuMont's *The Music Show* (not seen locally)—"Everything happened fast on that unforgettable Friday—April 13, 1945. It was on that day I got a chance to sing for Ginny Simms who was auditioning World War II vets with some professional experience. Don Sharpe, who was my manager at the time and who later originated the *I Love Lucy* series, arranged for me to sing one number. I picked "Strange Music" from the *Song of Norway*. Through that one song, I won an appearance on Ginny's radio show, and this led to a fat, long-term contract with Kay Kyser."



Ruth Crowley—star of WBKB's *All About Baby* (Mon. through Fri., 1 PM)—"That summer of 1934 I was working as a social service nurse at the great Century of Progress show in Chicago. My post was a first aid station, and it was Friday, July 13, that a fellow wandered in to have a cinder in his eye removed. Both Bill (as I later learned he was named) and I thought it was typical Friday the 13th piece of misfortune. But we were forced to change our tune—you see I finally married the "guy named Bill." And now all three of our children—John, 17; Diane, 14; and Bill, Jr., 12—are also inclined to agree it was indeed a lucky day for all concerned!"





Milwaukee

Dateline

TV Sports GUIDE

(For details, see daily program listings.)

TV's Week: Immediately after the first of the year, TV GUIDE will begin publication of a new Wisconsin edition which will carry the listings of all the Milwaukee stations including WOKY-TV (Channel 19). At present, WOKY-TV's program schedules are being omitted from the combined Chicago-Milwaukee edition due to lack of space. Listings for Madison and Green Bay stations will also be a part of the new TV GUIDE edition.

In an effort at expansion, WCAN-TV personnel have moved their offices to larger quarters in the Century Building but will keep their TV studios in the nearby Towne Hotel. The station's busy general manager Lou Poller, by the way, took on another man-sized chore recently when he became president of the newly-formed Ultra High Frequency Television Association.



Poller

With the Milwaukee area blacked out for the Bratton-Gavilan welterweight championship bout, WTMJ-TV will substitute a locally-staged musical quiz, *Say It With Music*, in the 9-9:45 PM spot on Channel 4 this Friday, Nov. 13.

As of press time, contributions raised by the recent WCAN-TV telethon exceed \$17,000. Funds will finance the fight against muscular dystrophy.

Milwaukeeans might have feared a Martian invasion was underway if they saw the stars of the *Rocky Jones, Space Ranger* show who stopped off at WTMJ-TV last week. The visitors wore the latest in outer space outfits.

Shows in the Works: Two new musical programs may be in the offing for Channel 25. One, described as a "polka-type" show has just been auditioned by WCAN-TV programmers, and another, reported to be a vehicle for old-fashioned melodies, has been under consideration for several weeks.

FRIDAY, NOV. 13

9:00 5 Greatest Fights—Film

SATURDAY, NOV. 14

12:15 5 (4) NCAA College Football

8:00 9 Boxing—From New York

8:30 9 Wrestling—From Marigold

SUNDAY, NOV. 15

6:45 7 College Football

MONDAY, NOV. 16

7:30 9 Wrestling

9:00 9 Boxing—From Eastern Parkway

11:00 2 Wrestling

TUESDAY, NOV. 17

9:30 9 Football—Film

10:30 (4) Football—Film

11:00 5 Bowling

12:05 (4) Wrestling

WEDNESDAY, NOV. 18

9:00 2 (4) (25) Boxing

THURSDAY, NOV. 19

10:30 (25) Boxing—Film

BOYS and GIRLS!

The CINNAMON BEAR IS BACK!



4:45 PM

MONDAY
thru
FRIDAY

Sponsored by Wieboldt's

WGN-TV CHANNEL 9

FRI

NOV 13



CROSBY
2:30 P.M. 2 [25]



BARTLETT
3 P.M. 5 [4]



PHILLIP
3:30 P.M. 2



KIRCHNER
4 P.M. [4]



CONRAD
5 P.M. 5

- 7 **RUTH CROWLEY—Baby Care**
Bladder training, 15 to 18 months. ("Why is Friday the 13th memorable to Ruth? See page A-2 for the story).
- 9 **WATCH TO WIN—Quiz**
Don Gordon and the Starnoters.
- 1:15 7 **STUART BRENT—Discussion**
Advice and information for women.
- 1:30 2 **LINKLETTER'S HOUSEPARTY**
Art interviews members of the audience on their pet superstitions.
- [4] **BEULAH DONOHUE—Women**
Tips and hints for the ladies.
- 7 **THE DOWDS—Discussion**
Betty and Don Dowd.
- 9 **ADVENTURE IN LEARNING**
Presented by Loyola University.
- [25] **NEWS AND TEST PATTERN**
- 1:45 [25] **LINKLETTER'S HOUSEPARTY**
- 2:00 2 [25] **BIG PAYOFF—Quiz Game**
Randy Merriman, Bess Myerson.
- 5 [4] **KATE SMITH SHOW—Variety**
Ted Collins moderates an international forum with 3 college editors and a foreign exchange student. The Company joins in a song production.
- 7 **CLAUDE KIRCHNER SHOW**
Comments especially for women.
- 9 **PAUL DIXON SHOW—Music**
Musical pantomimes.
- 2:25 7 **ULMER TURNER—News**
- 2:30 2 [25] **BOB CROSBY SHOW**
Tunes: "Four Leaf Clover," "Don't Take Your Love From Me," "Ricochet," "Bidin' My Time" and a football medley.
- 7 **PAUL HARVEY—News**
- 2:45 7 **MIQUE COLLIS SHOW**
Fashion news and shopping tips.
- 3:00 2 **PETTICOAT PARTY—Games**
Frazer Thomas emcees games. (Guests are invited to the Garrick Theater. No tickets necessary.)
- 5 [4] **WELCOME TRAVELERS**
Interviews with Tommy Bartlett. (Guests are invited. Write to Guest Relations, WNBQ, Chicago, Ill.)
- 7 **TURN TO A FRIEND—Contest**
Dennis James is emcee.
- 9 **COMMERCIAL—Film**
- [25] **TRUDY BEILFUSS—Foods**
Interesting meal preparation.
- 3:05 9 **MOVIE QUICK QUIZ**
Dick "Two Ton" Baker is emcee.

- 3:30 2 **SHOPPING WITH MISS LEE**
Buying hints and fashion tips.
- 5 [4] **ON YOUR ACCOUNT**
Win Elliot emcees.
- 7 **ERN WESTMORE SHOW**
Ern, Betty, and Dick Hyde.
- 9 **THIS IS THE LIFE—Film**
The unfortunate combination of Grampa Fisher's Birthday with his rheumatism, leads little Freddie into a peck of trouble.
- [25] **U.N. GENERAL ASSEMBLY**
- 3:45 2 **U.N. GENERAL ASSEMBLY**
Report on the peace effort.
- 4:00 2 **"TOUGH TO HANDLE"**
MOVIE—Gang of racketeers gyp sweepstake winners of their prizes until a reporter and a newsboy catch them. Frankie Darro and Kane Richmond.
- [4] **SUPER CIRCUS—Big Top Fun**
Claude Kirchner, Mary Hartline.
- 5 **ATOM SQUAD—Adventures**
- 7 **ULMER TURNER—News**
- 9 **GRETCHEN COLNIK—Tips**
Information for women.
- [25] **ARMCHAIR ADVENTURE**
- 4:05 7 **"DEATH RIDES THE PLAINS"**
MOVIE—Man lures prospective buyers to his ranch through newspaper ads, then murders them. Bob Livingston, Al St. John and Nica Doret.
- 4:15 5 **GABBY HAYES SHOW—Tales**
- 9 **"FIGHTING THROUGH"**
MOVIE—(Cut to 1/2 hr.)
- [25] **CHOOSE UP SIDES**
- 4:30 5 [4] **HOWDY DOODY—Puppets**
Bob Smith emcees.
- [25] **REC ROOM—Ted Clark**
Teenagers dance to records.
- 4:45 9 **CINNAMON BEAR—For Kids**
Adventures of Paddy O'Cinnamon.
- 4:55 7 **COMMERCIAL—Film**
- 5:00 2 **GARFIELD GOOSE & FRIEND**
"King" Garfield and Frazer Thomas.
- [4] **FOREMAN TOM—Western**
Tall tales and film stories.
- 5 **ELMER THE ELEPHANT**
John Conrad entertains children.
- 7 **ANGEL CASEY—For Kids**
- 9 **JUNIOR EDITION—News**
Steve Fentress with teen-age news.
- [25] **MOVIE—Title Not Available**
- 5:15 7 **ROOTIE KAZOOTIE—Puppets**
Todd Russell is emcee.
- 9 **JUNIOR CROSSROADS**
Educational subjects.



NOV
13

FRIDAY

AUTRY
5:30 P.M. 2

HURLEIGH
5:30 P.M. 9

ELSON
6 P.M. 2

GARROWAY
7 P.M. 5 [4]

NELSON
7 P.M. 7

- 5:30 2 **GENE AUTRY TIME—Film**
Western adventure.
- [4] **LYOYD PETTIT—Sports**
- 5 **KIDS KARNIVAL KWIZ**
Art Fern as Natco, the Clown.
- 7 **BOB ATCHER—Serial Film**
"Ghost Town Renegades," part 4. U. S. Marshal and his partner attempt to stop the plans of a schemer. Lash LaRue, Al St. John.
- 9 **ROBERT F. HURLEIGH—News**
- 5:45 [4] **PAUL SKINNER—News**
- 9 **CURBSTONE CUT UP—Chats**
Ernie Simon conducts interviews.
- 5:50 5 **JACK ANGELL—News**
- 5:55 [4] **BILL CARLSEN—Weather**
- 6:00 2 **BOB ELSON—Sports**
- [4] **DOIN' THE TOWN**
Tom Mercein emcees variety acts.
- 5 **CLINT YOULE—Weather**
- 7 **AUSTIN KIPLINGER—News**
- 9 **CAPTAIN VIDEO—Adventures**
Al Hodge stars as the Captain.
- [25] **JOE KENNY—Weather**
- 6:05 5 **ALEX DREIER—Features**
Events of interest.
- 7 **JACK DREES—News**
- [25] **LAN SINGER—News**
- 6:10 5 **JOE WILSON—Sports**
- 7 **WAYNE GRIFFIN—Weather**
Temperatures and predictions.
- [25] **HAL WALKER—Sports**
- 6:15 2 **JULIAN BENTLEY—News**
- 5 **DORSEY CONNORS—Travel**
Guest: Max Scherover, inventor of linguaphone.
- 7 **JOHN DALY—News**
- 9 **NUMBER PLEASE—Quiz Game**
Jack Brickhouse conducts.
- [25] **TV TOPICS—Film**
- 6:20 5 **TONY WEITZEL—Comments**
Gossip and interviews.
- 6:30 2 [25] **DOUGLAS EDWARDS—News**
- 5 [4] **EDDIE FISHER SHOW**
Guests: The Szonys, dance team.
- 7 **STU ERWIN—Comedy Drama**
"It's All In Your Mind." Because the family laughs at her attempts at mind-reading, Jackie rigs up a concealed microphone, and comes forth with some astounding revelations. June Collyer as Mrs. Erwin.
- 9 **SPENCER ALLEN—News**
- 6:45 2 [25] **PERRY COMO SHOW**
Fontane Sisters and Mitchell Ayres' orchestra. Tunes: "That's Amore," "If Love is Good to Me," "Stomp-in' at the Savoy."

- 5 [4] **JOHN C. SWAYZE—News**
- 7:00 2 **MAMA—Domestic Comedy**
"Trina's Doll." Aunt Trina and Uncle Gunnar treat Gunnar's little girl-aunt, Ingeborg, like a China doll. So Ingeborg visits the Hansens to view "life in the rough."
- 5 [4] **DAVE GARROWAY SHOW**
Music-variety with Cliff Norton, Jack Haskell, Shirley Harmer, Jill Corey, Sinclair and Spaulding, and Skitch Henderson.
- 7 **OZZIE AND HARRIET—Comedy**
In the Nelsons' town it's "Boys' Day," and young Will Thornberry and David Nelson compete for the office of mayor. ("Like Ozzie, like son." See our next issue).
- 9 **SHOWCASE—Talent**
Mike Douglas, singing emcee. Music by the Starnoters and Bob Trender. (Guests are invited (Write to Ticket Office, WGN-TV Chicago.) "Friday the 13th isn't unlucky," says Mike. See page A-2 for the story.
- [25] **FILM—Title Not Available**
- 7:30 2 [25] **TOPPER—Comedy**
A spinster friend of the Toppers is in danger of marrying the wrong man.
- [4] **PLAYHOUSE OF STARS**
"Lucky 13," starring Walter Brennan. When two rival horsetraders threaten trouble, the owner of a general store intervenes. Ruth Brennan, Roger Pace, Byron Foulger, Emory Parnell and Joel Friedkin also featured.
- 5 **WALT'S WORKSHOP**
The "Modern Table" and the bending of wood for legs will be demonstrated by Walt Durbahn.
- 7 **PLAYHOUSE—Drama**
"The House Nobody Wanted." A bride becomes aware that her husband fits the description of a man who had committed murder in a house they now occupy. Marilyn Erskine and Craig Stevens star. Sponsored by Pepsi Cola.
- 8:00 2 **PLAYHOUSE OF STARS**
"Lucky 13," starring Walter Brennan. When two rival horsetraders threaten trouble, the owner of a general store intervenes. Ruth Brennan also stars.

FRI

NOV 13



PAUL and FAY
8 P.M. 7



BARRY
8 P.M. 9



ARDEN
8:30 P.M. 2 25



RUICK
8:30 P.M. 5 4



WILSON
9 P.M. 2 25

4 LIBERACE SHOW—Musical

Songs and piano arrangements.

5 BIG STORY—Drama

Story of reporter Jack Setters of the Nashville Tennessean. He solved the murder of a town librarian despite the lethargy of its citizens who were willing to accept the theory that a ragged stranger had committed the crime. Peter Hobbs plays reporter Setters.

7 PAUL HARTMAN SHOW

As Albie, dancer Paul Hartman decides some pretty fancy footwork is needed to elude the income tax collector. (On page 23 TV GUIDE reviews "Pride Of the Family").

9 LIFE BEGINS AT 80—Quiz

Jack Barry emcees panel of oldsters, including: Fred Stein, Georgiana Carhart, Thomas Clark and Alexandra Campbell. Guest "Footlight Favorite:" George M. Cohan, Jr., who will sing some of his father's songs. Guest panelist: Mrs. Welch, aged 88, who is an active daily swimmer. Film of Mrs. Welch's sports activities will be shown.

25 **STORY THEATER—Drama**

"The Real Thing."

8:30 2 25 OUR MISS BROOKS

Miss Brook's phone directory has disappeared and the finger of guilt points to the bland countenance of Mr. Boynton. Eve Arden and Gale Gordon star.

5 4 TV SOUNDSTAGE—Drama

"Ten Little Words." A father who has not seen his son for 19 years is called on for help when the boy gets into trouble. Melville Ruick, Carol Goodner, Joe Bishop.

7 THE COMEBACK STORY

George Jessel assists singer Sandy Solo along the road to professional success. Solo, a 32-year-old Brooklyn boy, was studying sculpturing at Carnegie Tech when he was called into the service. He completed 49 successful missions for the Air Force and was set to go home but fate intervened.

9 WORLD IS YOURS—Travelogue

Visit to Puerto Rico.

9:00 2 25 MY FRIEND IRMA—Comedy

"Irma Plays Cupid." When Richard becomes engaged, Irma gets a fellow to pretend he is a Texas millionaire and snatch the girl away.

4 **SAY IT WITH MUSIC**

Musical quiz with Ivor McLaren.

5 GREATEST FIGHTS—Film

Kid Gavilan vs. Johnny Bratton, welterweights, 15 rounds. May 18, 1951.

7 DANGEROUS ASSIGNMENT

"Alien Smugglers." Steve Mitchell's partner is murdered during investigation of an illegal entry racket in Portugal. Brian Donlevy as agent Mitchell.

9 CHANCE OF A LIFETIME

Dennis James interviews guests.

9:15 5 SPORTS FILM

9:30 2 PERSON TO PERSON

Edward R. Murrow takes viewers to the home of a famous personality.

("Person to Person" is reviewed in the next issue of TV GUIDE).

7 Program Not Available

9 DOWN YOU GO—Panel Quiz

Dr. Bergen Evans, Fran Coughlin, Robert Breen, Carmelita Pope and Toni Gilman. (Guests are invited. write WGN-TV, Chicago.

25 **FILM—Title Not Available**

9:45 4 YESTERDAY'S NEWSREEL

10:00 2 FAHEY FLYNN—News

4 **GREATEST FIGHTS—Film**

Carl "Bobo" Olson vs. Dave Sands.

Tonight at 7:30

Arlene Dahl

invites you to a
great new play on



"Pepsi-Cola Playhouse"

WBKB Channel 7



NOV
13

FRIDAY

BREEN
9:30 P.M. 9

MERCIER
10:25 P.M. 2

GREAZA
10:30 P.M. 4

MILLER
11 P.M. 5

DUNN
12:05 A.M. 4

5 CLINT YOULE—Weather
7 COURTESY HOUR—Variety

Jim Moran emcees another barn dance brigade with top-notch entertainers in the "Old Red Barn." (Guests are invited. Write to Guest Relations, WBKB, Chicago, for tickets.)

Sponsored by Courtesy Motors.

9 "GUEST IN THE HOUSE"

MOVIE—Girl with a cardiac condition is taken into the home of a happy family at the request of a young doctor who has befriended her. Anne Baxter and Ralph Bellamy.

25 HAL WALKER—Sports
25 DR. A. A. SUPPAN—News

10:05 2 LEE PHILLIP—Weather

5 DORSEY CONNORS—Tips

Thanksgiving decorations.

25 JOE KENNY—Weather

10:15 2 JOHN HARRINGTON—Sports

4 PAUL SKINNER—News

Late news information.

5 JACK ANGELL—News

25 RELIGIOUS FILM

10:25 2 ART MERCIER—Sports Tips

Discussion for sportsmen.

4 BILL CARLSEN—Weather

10:30 2 JOHN HARRINGTON—News

4 TREASURY MEN IN ACTION

"The Case of the Deadly Secret."

5 NORMAN BARRY—Sports

25 FOOTBALL HIGHLIGHTS

Discussion by Tom Harmon.

10:45 2 IRV KUPCINET—Comments

Gossip and interviews.

5 HERBIE MINTZ—Musical

11:00 2 "BRASS MONKEY"

MOVIE—Murder and intrigue follow when a girl smuggles a brass monkey worth a fortune through customs. Carole Landis, Carroll Levis, and Ernest Thesinger.

4 MIRROR THEATER—Drama

"Dreams Never Lie." Angela Lansbury, Michael O'Shea, and Patrick Knowles.

5 HOWARD MILLER—Music

Records, guests and chatter.

7 ULMER TURNER—News

25 "ISLE OF DESTINY"

MOVIE—A young girl flies her amphibian plane around the world to demonstrate a new carburetor for an inventor, but is kidnapped on the way.

11:10 7 TOM DUGGAN—Comments
11:30 4 TOM MERCEIN SHOW

Music, films and chatter.

9 LES NICHOLS—News

11:45 9 MOVIE—Title Not Available

12:00 2 "CITY OF MISSING GIRLS"

MOVIE—An art school is the phony front used for getting girls to work in night clubs. H. B. Warner, Astrid Allwyn.

4 TOM MERCEIN—News

7 "ISLE OF FORGOTTEN SINS"

MOVIE—Deep sea divers fight over a three million dollar sunken treasure. Gale Sondergard, John Carradine and Sidney Toler.

12:05 4 "PRIDE OF THE NAVY"

MOVIE—A boy gets kicked out of Annapolis, goes to a western naval base and disorganizes everything in the rule book. James Dunn, Rochelle Hudson.

1:30 7 ULMER TURNER—News

Sponsored by Foster TV.

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Saturday

NOV 14

ROBERTSON
10:30 A.M. 2 25

MORNING

- 9:00 4 **SMILIN' ED MCCONNELL**
7 **ROUNDUP TIME—Western**
"Big Boy Rides Again," movie cut to 1/2 hour.
- 9:30 25 **NEWS AND TEST PATTERN**
4 **CAPTAIN MIDNIGHT**
Exciting stories for youngsters.
- 5 **YOUTH WANTS TO KNOW**
Guest: Vladimir Popovic, Yugoslav ambassador to the United States.
- 7 **TOOTSIE HIPPODROME**
- 9:45 2 **FRED ASTAIRE—Lessons**
Dances for children.
- 9 **MAGIC CARPET—Film**
"Life on the Western Marshes."
- 10:00 2 25 **WINKY DINK AND YOU**
Jack Barry is emcee.
- 5 **FRANCOIS POPE—Recipes**
Shashlik; Florentine pastries.
- 7 4 **SPACE PATROL—Adv.**
- 9 **ADVENTURES OF BLINKEY**
Adventure story for kids.
- 10:15 9 **DRAW WITH ME—For Kids**
How to draw, with Jon Gnagy.
- 10:30 2 25 **ROCKET RANGERS—Drama**
"The Magic Man of Mars." A carnival magician from Mars commits piracy in outer space. Cliff Robertson stars.
- 4 **ROCKY JONES, SPACE RANGER**
Richard Crane, Sally Mansfield.
- 7 **GREATER GLORY—Documentary**
Film depicting the training of Jesuit priests.
- 9 **CAPTAIN VIDEO—Adventure**
"Blaster Martin." First attempt to reach Jupiter in 1990, the early days of space pioneering.
- 11:00 2 25 **BIG TOP—Circus**
Jack Sterling presents (1) The Amandis Troupe, teeterboard act. (2) Agramonte, swinging wire act. (3) Los Adrianis, juggling act. (4) The Lambarts, acrobats. (5) The Alcidos, aerial act.
- 4 **WHAT'S NEW IN KITCHENS**
The early American Thanksgiving.
- 5 **HERE'S LOOKING AT YOU**
Richard Willis comments.
- 7 **PIONEER PLAYHOUSE**
- 9 **SADDLE AND SAGE**
"Local Badmen." Eastern railroad sends a woman out west to make a man forget his desire for vengeance against the company.

- 11:30 5 **AMERICAN INVENTORY**
"From Out of Darkness." A dramatic case history of psychiatric problems in the home, depicting the deterioration of marriage.
- 7 **STORY TIME—Fairy Tales**
Irene Wicker amuses youngsters.
- 9 **MAGIC CENTER SHOW**
- 11:45 4 **NEWS**
- 9 **JUNIOR CROSSROADS**
Educational subjects.
- 12:00 2 25 **LONE RANGER**
The Lone Ranger deals with a prison escapee who is holding the warden's son as hostage.
- 4 **INSIDE FOOTBALL**
Comments by Marv Bell.
- 5 **PRESS BOX PREVIEW**
Red Grange and Bud Palmer.
- 7 **QUIZDOWN—Educational**
Angel Casey is quizmistress.
- 9 **"DANGEROUS LADY"**
MOVIE—A detective and his attorney-wife attempt to clear a girl falsely accused of murdering a judge. June Storey and Neil Hamilton.
- 12:15 5 4 **NCAA FOOTBALL**
Michigan State vs. Michigan.
- 12:30 2 **RAY RAYNER SHOW**
Why is Friday the 13th memorable to Ray? See page A-2.
- 7 **"WEST OF TEXAS"**
MOVIE — Texas Rangers go to New Mexico to set up a Ranger outfit as a means of protecting ranchers whose land is being grabbed by dishonest railroad surveyors. Dave O'Brien, Jim Newell and Guy Wilkerson.
- 25 **TERRY AND THE PIRATES**
- 1:00 9 **TV SHOWCASE**
"Tumblewood Trail." Undercover agent trails gang of cattle rustlers who have committed murder. Eddie Dean.
- 25 **NEWS AND TEST PATTERN**
- 1:30 2 **"FLAMING LEAD"**
MOVIE—A man poses as half-owner of a ranch in order to straighten out a battle over an army horse contract. Ken Maynard, Eleanor Stewart.
- 7 **"I COVER CHINATOWN"**
MOVIE — A cold-blooded trunk murder is committed by two crooks who deal in stolen goods and run a store for a front.



NOV
14

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GRANGE
NOON 5

WILLIAMS
4:30 P.M. [4]

RENALDO
5 P.M. [4]

HERBERT
5 P.M. 5

BUD and LOU
6 P.M. 5

9 "DOUBLE CROSS"

MOVIE—A death bed scene sends a cop to revenge the killing of a fellow officer at a gambling cabaret. Kane Richmond, Pauline Moore, Wayne Gibson and John Milland.

2:00 [25] NEWS AND TEST PATTERN

2:30 2 CHOOSE YOUR CAREER

Panel members: Tom Coulter, Jack Luhn, Carl Tolf, and Mr. Kiely discuss "Sales."

3:00 2 TRUE PICTURE—Film

"The American Cowboy."

7 "BUCKING THE WEST"

MOVIE—Western adventure.

9 MOVIE—Title Not Available

[25] NEWS AND TEST PATTERN

3:25 [4] FOOTBALL SCOREBOARD

Comments by Blaine Walsh.

3:30 2 OPERATION NEW HORIZON

Lake Forest College presents a modern library day with librarian Martha Biggs and her assistant Joan Wilts.

5 FOOTBALL SCOREBOARD

Russ Hodges and Dick Kazmaier.

[25] NEWS AND TEST PATTERN

3:45 5 "YANKEE FAKIR"

MOVIE—An itinerant salesman, who wanders into a western town, falls for the daughter of the sheriff. Douglas Fowley and Joan Woodbury.

4:00 2 COMMERCIAL—Film

[4] LONE RANGER

7 TOM DUGGAN—Sports

9 "LONE RIDER CROSSES THE RIO"

MOVIE—Pair seek refuge from a gang and become entangled with a Mexican senorita. George Houston.

[25] Program Not Available

4:10 2 "JACARE"

MOVIE—A killer jacare is caught and brought back alive from a Brazilian jungle. Frank Buck.

4:30 [4] KIT CARSON—Western

Bill Williams stars.

[25] "ARIZONA GANG BUSTERS"

MOVIE—Western adventure.

7 FILM SHORT

"Sunny Days."

4:45 7 CAPT. HARTZ ADVENTURES

Stories for the youngsters.

5:00 [4] CISCO KID—Adventure

Duncan Renaldo and Leo Carrillo.

5 MR. WIZARD—Science

Don Herbert finds out why a skyscraper is like a bamboo hut as he investigates "Building a Building."

7 SUPERMAN—Adventures

George Reeves stars as Clark Kent.

9 "RIDER OF THE BLACK MOUNTAIN"

MOVIE — Two men travel the country as card sharks trying to get a clue to stagecoach robberies. Tim McCoy, Pauline Hadden and Rex Lease.

5:15 2 BEST OF THE WEEK

Emcee Jim Conway with Lee Phillip and Frank Reynolds.

5:30 [4] SPORTS PICTURE

5 JET PILOT—Air Instruction

Lt. Comdr. Bob Horder.

7 SMILIN' ED'S GANG

Smilin' Ed tells of "Man Eater."

[25] Program Not Available

5:45 2 [25] RED BARBER—Sports

Highlights of the day's sports.

[4] PAUL SKINNER—News

5:55 [4] BILL CARLSEN—Weather

6:00 2 INSIDE FOOTBALL

Sid Luckman comments.

[4] THIS IS YOUR LIFE—Drama

Ralph Edwards presides.

5 ABBOTT AND COSTELLO

Bud and Lou in comedy situations.

7 TV TEEN CLUB—Variety

Paul Whiteman presents tap dancer Eddie Roll, Clifton, N.J.; the Quintones, teen-age vocalists from Philadelphia; and Andrea Kasen, New York.

9 "BLAZING GUNS"

MOVIE—Two marshals meet with trouble in trying to clean up a lawless town. Ken Maynard, Hoot Gibson and Kay Forrester.

[25] STORK CLUB—Interviews

Sherman Billingsley is host.

6:30 2 [25] BEAT THE CLOCK—Games

Bud Collyer and Roxanne.

5 [4] ETHEL AND ALBERT

Albert decides to paint the kitchen.



ROXANNE
6:30 P.M. 2 ²⁵

MEADOWS
7 P.M. 2 ²⁵

MACK
7:30 P.M. 5 ⁴

SHRINER
8 P.M. 2

BRENT
9:30 P.M. 2

7 LEAVE IT TO THE GIRLS

Panel: Eloise McElhone, Harriet Van Horne, Robin Chandler, Shirley Potash, and guest: Ted Malone.

7:00 2 ²⁵ **JACKIE GLEASON SHOW**
Jackie, Art Carney and Audrey Meadows in comedy skits.

5 ⁴ **BONINO—Comedy**
The Bonino household acquires a butler named Allentuck, who attempts to institute "time-tested rules for running an organized household." Ezio Pinza as Bonino.

7 **TALENT PATROL—Variety**
Arlene Francis, emcee.

9 **"HOLIDAY RHYTHM"**
MOVIE—Musical numbers representing entertainment to be found throughout the world. Mary Beth Hughes, David Street, Wally Vernon and Tex Ritter.

7:30 5 ⁴ **AMATEUR HOUR—Talent**
Ted Mack emcees. (See our story on Ted Mack and the show's long history of introducing the celebrities of the future, in next week's TV GUIDE).

7 **MUSIC FROM MEADOW-BROOK**

Walter Herlihy, emcee.

8:00 2 **TWO FOR THE MONEY—Quiz**
Comedian Herb Shriner emcees.

5 ⁴ **YOUR SHOW OF SHOWS**
Sid Caesar and Imogene Coca. Guests: Marguerite Piazza, Jack Russell, Mata and Hari, Carl Reiner and Howard Morris.

(Caesar's straight-man gets the TV GUIDE treatment on page 21. Bambi Linn is our "In the Cast" subject next week).

7 **PHILLIES FIGHTS—Albany, N.Y.**
Pat Manzi vs. Gerald Dreyer. 10 rounds, welterweights.

JIMMY POWERS' RATINGS

Rated W. L. D. KO's

Manzi	Not	'23	7	4	11
Dreyer	Not	34	3	0	17

Manzi, a product of the Syracuse ring, is fairly well known in the Albany section, while Dreyer will be making his third Saturday nite showing. Manzi was active in the early part of the year around Detroit, where he scored victories over Al Andrews and Pat Lowry. He also holds victories over Joe

Micheli, Brian Kelly and Ted Murray, all TV performers. Dreyer is the capable British empire welterweight champion, who boxes with the best in the division, but had two rough goings in his last starts against Wilbur Wilson. Dreyer can do better and will show some of his class against the not-too-rugged Manzi.

²⁵ **Program Not Available**

8:30 2 ²⁵ **MY FAVORITE HUSBAND**

A prize fight is scheduled in town, and, due to the fact that Liz sometimes has her difficulties telling the truth, she and George manage to have a prize battle of their own.

8:45 7 **BILL STERN—Sports**

9:00 2 ²⁵ **MEDALLION THEATER**

"The Bishop's Candlesticks," adapted from an episode in Victor Hugo's "Les Miserables." An ex-convict receives a night's food and lodging from a kindly Bishop, and this experience changes the course of his life. Starring Victor Jory and Barry Jones.

7 **PAUL HARVEY—News**

9:15 7 **TOM DUGGAN—Sports**

9:30 2 **MIRROR THEATER—Drama**

"Key In the Lock," starring George Brent and Marguerite Chapman. The eternal triangle is reduced to two when a husband murders his wife's sweetheart and accuses her of the crime.

⁴ **MOVIE—Title Not Available**

5 **YOUR HIT PARADE**

The nation's top tunes of the week are presented by Dorothy Collins, Snooky Lanson, Raymond Scott's Orchestra, and Gisele MacKenzie.

7 **WAREHOUSE TV—Drama**

Chet Roble and Studs Terkel.

9 **WRESTLING—From Marigold**

Doran O'Hara vs. Art Neilson. Ray Gunkel vs. Joe Christie. George Scott vs. Hans Schmidt. Bill Demetri vs. Whitey Wahlberg. Great Balbo vs. Balk Estes.

(The first installment of our story on wrestling and its stars appears on page 5. To learn how professional wrestling can be a girl's best friend, see our story in next week's TV GUIDE).



TAYLOR
11 P.M. [4]



JESSEL
11:30 P.M. [4]

S
A
T
NOV 14

[25] **FILM—Title Not Available**

10:00 2 **"SUSIE STEPS OUT"**

MOVIE—Comedy about two sisters, their cello-playing dad, and the necessity of making a living. David Bruce, Cleatus Caldwell.

5 **MOVIE—Title Not Available**

7 **"BLACK RAVEN"**

MOVIE—The Black Raven inn is the scene of intrigue and murder in which all the guests are held as suspects. George Zucco, Wanda McKay.

[25] **HAL WALKER—Sports**

10:05 [25] **DR. A. A. SUPPAN—News**

10:10 [25] **MARY JANE JUNG—Weather**
Temperatures and predictions.

10:15 [25] **MOVIE—Title Not Available**

10:55 [4] **BILL CARLSEN—Weather**

11:00 [4] **BOSTON BLACKIE—Drama**
Kent Taylor plays Blackie.

9 **"THE MISSING HEIRESS"**

MOVIE—Information unavailable.

11:30 2 **CHINA SMITH—Adventure**

"The Bamboo Coffin," starring Dan Duryea. In his search for a missing convict, China Smith investigates a planter and a girl.

[4] **THE COMEBACK STORY**

George Jessel acts as host. Interviews and dramatic vignettes concerning famous personalities.

7 **"FLYING FISTS"**

MOVIE—Heavyweight champ quits ring because his girl hates fighters, but is forced to return when the girl's father is desperately in need of money. Herman Brix, Jeanne Martel, Fuzzy Knight, Bruce Bennett.

12:00 2 **"BACK DOOR TO HEAVEN"**

MOVIE—The life of Wallace Ford from his handicapped childhood surroundings to his prison term and entanglement with murder. Aline McMahon, Jimmy Lydon, William Harrigan, Stu Erwin.

[4] **NEWS**

12:05 [4] **MOVIE—Title Not Available**

12:15 7 **MOVIE—Title Not Available**
(Cut to 45 min.).

1:30 7 **ULMER TURNER—News**

Sponsored by Foster TV.

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ICE CHARADES
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and his orchestra

DINNER SHOW 8:30
SUPPER SHOW 12:00

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1,000 AMATEUR HOURS

History Is Made on Sunday



Morris B. Sachs



Mel Torme



The Chordettes



Maureen Cannon

Back in 1934, when a penny would buy more than your thoughts, an immigrant storekeeper with a hankering for show business, set up his own "show" in the display window of his shop on Chicago's South Side. Each Sunday thereafter, throngs of curious passers-by would gather around to watch a flock of amateurs go through their paces and be amused by the little merchant who served as a kind of self-styled emcee. It was all quite entertaining—until the city curbed the impresario's efforts because the street audiences were snarling traffic in the area.

Today, 19 years and 11,000 acts later, the show has graduated to being simulcast on WENR and WBKB and has even made a clothing magnate out of its one-time "emcee," Morris B. Sachs. This Sunday (Nov. 15), *Sachs Amateur Hour* celebrates its 1,000th anniversary show, boasting one of the best records in the history of broadcasting.

It was the first amateur show in this country, beating Major Bowes by some eight months. It was also the first program to be simulcast in Chicago. It launched such stars as June Haver, Frankie Laine, Johnny Johnston, Mel Torme, Maureen Cannon, Pamela Britton and the Chordettes. And it also boosted the stock of such once-unknown announcers as Harlow Wilcox, Don McNeill, Norman Barry and, currently, Bob Murphy.

The *Amateur Hour*, which has held down its noontime Sunday spot on TV for six years now, has been one of the most pleasing station-sponsor relation-

ships ever initiated. This is probably because Morris B., who bankrolls the program, cares little more than a snap of the fingers for such details as four star ratings. He's more concerned with his desire to promote the welfare of his entertainment stars. This ambition dates back to Morris B.'s youth during which he experienced the frustrations of never getting a decent break.

During its 19 years of broadcasting and six years of telecasting, the *Amateur Hour* has had its share of unusual contestants. The 103-year-old colored man, for example, who wanted to win a prize so he could buy himself a pair of glasses. Or the youngster who hitchhiked in five-below-zero weather without a coat to appear. Or the old gentleman who played the trumpet and blew so hard he lost his false teeth. (Morris B. bought him a new set of choppers and the oldie came back to cop first prize.)

No slouch when it comes to charity, Morris B. is known around Chicagoland as the essence of generosity. Some wags claim his lack of modesty and an almost-fanatical desire for acclaim are responsible for his benevolence. But, whatever the motivating influence, no one can quibble that charitable organizations and tomorrow's stars are the beneficiaries.

Any network visions? No, says Morris B. He's content to be Chicago's King of the Talent Scouts. And if it's true that the first thousand are the hardest, Morris B. Sachs' second thousand shows should be a snap.

Which is the greatest reward . . .

MONEY or PERSONAL SATISFACTION?



"Some folks manage to find both," says

JOHN BARCLAY

your host on

new stimulating WBBM-TV guest series

VOYAGE OF DISCOVERY

Widen your horizons . . . meet people

with *unusual leisure time activities.*

Learn and profit from their experiences

EACH SUNDAY 3:30 to 4:00 pm

Sponsored by the Peter Hand Brewery Co.



CHANNEL 2

chicago's showmanship television station

Sunday

NOV 15

PERKINS
1 P.M. [4]

MORNING

- 9:00 **2 LAMP UNTO MY FEET**
"The First Resort," by Jerome Coopersmith.
- [4] **EXCURSION—Educational**
(1) Magician Ray Marshall. (2) The third and final episode of "Johnny Tremaine."
- 7 Program Not Available**
- 9:15 **5 BIBLE TIME—Stories**
Macella Hern relates the story of "The Walls of Jericho."
- 7 "NABONGA"**
MOVIE—An embezzler who flies out of New York with his daughter, crashes in the jungle and the girl is raised by gorillas. Buster Crabbe, Fifi D'Orsay, Barton MacLane.
- 9 RELIGIOUS FILM**
- 9:30 **2 FARMTOWN U.S.A.—Menard**
"Food First For Fitness." Guests: Dr. Paul R. Cannon, Dr. Zoe Anderson, and Miss Rita Campbell.
- [4] **THIS IS THE LIFE—Drama**
"The Happy Heart."
- 5 THE PULPIT—Religious Talk**
Rabbi Oscar Z. Fasman, president of Hebrew Theological College, discusses "From Eternity to Here."
- 9 FILM SHORT**
Story of "Bushman."
- [25] **NEWS AND TEST PATTERN**
- 9:45 **5 RELIGIOUS FILM**
Musical program featuring Bing Crosby, Dennis Day, Igor Gorin, John Charles Thomas, Snooky Lanson, June Valli and Father James Keller.
- 10:00 **2 "MEN OF ACTION"**
MOVIE—A pre-arranged accident while construction crews are working on a dam project turns into murder. Frankie Darro, Gloria Shea.
- [4] **CHURCH SERVICES**
First Methodist Church, Rogers Park.
- 5 SUNDAY FUNNIES**
Uncle Ned Locke reads the comics.
- 9 "ALIAS MARY SMITH"**
MOVIE—A man captures a pick-pocket and returns the purse to the owner who gives a fictitious name. John Darrow and Raymond Hatton.
- [25] **NEWS AND TEST PATTERN**
- 10:15 **5 MAGIC CLOWN—For Kids**

- 10:30 **5 LIVE AND LEARN—Discussion**
The Reverend Stewart E. Dollard, S.J., dean of the graduate school and professor of philosophy at Loyola University, speaks on "Catholic Education in America."
- 11:00 **2 THEATER—Film**
"Autumn Leaves," with Marie Palmer, and "Return of Van Sickle."
- [4] **ART WHITFIELD—Comics**
- 5 "SHADOW VALLEY"**
MOVIE—A gang of crooks murder several people in order to gain possession of a ranch which contains gold.
- 7 Program Not Available**
- [25] **NEWS AND TEST PATTERN**
- [4] **11:30 ADELE ARTINIAN PRESENTS**
- 7 FAITH FOR TODAY—Religious**
"Resolve your prejudices before they destroy you," advises Rev. W. A. Fagal.
- 9 SERIAL FILM**
"Painted Stallion," part 5.
- 11:45 [4] **HANK THE HANDYMAN**
How to make the home safer.
- 12:00 **2 FRANK REYNOLDS—News**
- [4] **ROY ROGERS—Western**
- 5 KIDS' KARNIVAL KWIZ—Fun**
Art Hern with stories and games.
- 7 JOHNNY JUPITER—Puppets**
"Detective."
- 9 "SONG OF THE RANGE"**
- [25] **NEWS AND TEST PATTERN**
- 12:15 **2 YOUR FUTURE HOME—Ideas**
- 12:30 **2 "OIL RAIDERS"**
MOVIE—Buster Crabbe.
- [4] **KIERAN'S KALEIDOSCOPE**
Educational features of interest.
- 5 FRONTIERS OF FAITH**
Third in a series of programs produced under auspices of Jewish Theological Seminary of America. Explanation and illustration of the Kaddish, or mourning prayer, as it is sung and interpreted during the various Jewish Holy Days and festivals.
- 7 AMATEUR HOUR—Talent**
The Amateur Hour will pass another milestone when it marks the telecast of the 1,000th program today. Don McNeil is guest emcee.
(Guests are invited to the Civic Opera Theater. Tickets unnecessary.)



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NOV 15

OTT
1 P.M. 5

OLLIE
3:00 P.M. 5

- 12:45 4 **BOB KELLY—News**
- 1:00 4 **ZOO PARADE—About Animals**
R. Marlin Perkins and Jim Hurlbut discuss "What's New at the Bird House."
- 5 **JOHN OTT—Gardens**
"The Fairchild Gardens, Coconut Grove, Fla."
- 9 **"CODE OF THE SADDLE"**
MOVIE—Western adventure with Johnny Mack Brown and Raymond Hatton.
- 25 **NEWS AND TEST PATTERN**
- 1:30 2 **YOUTH TAKES A STAND**
- 4 **NAME'S THE SAME—Panel**
Emcee Robert Q. Lewis.
- 5 **AMERICAN FORUM—Debate**
Second half of debate on the Arab-Israeli dispute. Guest: Dr. Charles Malik, ambassador to U.S. from Lebanon.
- 7 **WILD BILL HICKOK—Western**
"Hands Across the Border."
Daughter of a rancher takes over the job of turning out good horses for the Army when her father is killed through the machinations of a rival breeder.
- 2:00 2 **FAVORITE STORY—Drama**
Adolphe Menjou presents "Tale of Negative Gravity." A radio helps its inventor defy gravity.
- 4 **PRIDE OF THE FAMILY**
(See Ch. 7, 8.00 PM Friday.)
- 5 **CITY DESK—Discussion**
Panel discussion of Chicago's city problems. Moderator William Ray.
- 7 **CISCO KID—Western Film**
A fake scheme told to a small boy by Cisco and Pancho backfires when the boy divulges their plans to the sheriff. Duncan Renaldo.
- 9 **"SHADOW OF TERROR"**
MOVIE—A man is beaten in a train compartment and thrown off onto the desert after a gang steals his papers. Richard Frazer, Grace Gillern and Emmett Lynn.
- 25 **LAMP UNTO MY FEET**
- 2:30 2 **AMOS N' ANDY—Comedy**
"New Neighbors."
- 4 **THE GRENADIERS**
- 5 **EXCURSION—Educational**
Readings from children's books by Burgess Meredith and Helen Hayes. Dr. Leland Jacobs of teachers' college, Columbia U., presides.



You Oughta See It!
The
HANK McCUNE
Show

**TV'S NEWEST
SITUATION COMEDY**
for the whole family!



Well-meaning Hank is always in hot water, along with featured players Florence Bates and Hanley Stafford ("Daddy" of Baby Snooks fame). Fun!

**2:30 SUNDAYS
WBKB (7)**

Presented by
BOWMAN DAIRY COMPANY
Chicagoland's Leading Dairy



**FROM 12 NOON TO 5:00 PM
FEATURE FILMS
EVERY HOUR ON THE HOUR**

Noon—Aaron Heating 2 PM—Wm. A. Lewis
1 PM—Ruby Chevrolet 3 PM—Martin J. Kelly
4 PM—Sampson Company Gasinator

WGN-TV

SUN
NOV 15



THOMAS
3:30 P.M. 4



COOKE
4 P.M. 2 25



ROUNTREE
5 P.M. 5 4



BELLAIRS
5:30 P.M. 9



WINCHELL
6 P.M. 5

7 **HANK McCUNE—Comedy**
"Banking Duty," with Hanley Stafford and Florence Bates.
Sponsored by the Bowman Dairy Co.

3:00 2 **25 MAN OF THE WEEK**
JUVENILE JURY—Panel
Panel: Ronnie Molluzzo (9), Joe Ward (6), Michele Fogel (4), Lynne-Rose Cohan (8), Carol MacDonald (6), Jack Barry emcees.

5 **KUKLA, FRAN and OLLIE**
(Guests are invited. Write Guest Relations, WNBQ, Chicago).

7 **CAPTAIN MIDNIGHT**
"King of Forest Rangers" pt. 1.

9 **"CIPHER BUREAU"**
MOVIE—Story about the Naval intelligence and its activities uncovering spy rings and deciphering enemy code messages. Leon Ames, Charlotte Winters, and Joan Woodbury.

3:30 2 **25 FILM—Title Not Available**
VOYAGE OF DISCOVERY
Guest: Mrs. Shirley Masters, who speaks on hand tool leather.
Sponsored by Meister Brau and Peter Hand Reserve.

1 **DANNY THOMAS—Comedy**
An old musician-friend of Danny's moves in with the family and proceeds to take over the house.

5 **ZOO PARADE—About Animals**
"Camouflage and Protective Marking," is discussed by R. Marlin Perkins and Jim Hurlbut.

7 **BOB ATCHER SHOW—Family**
Western variety show with host Bob Atcher, Lulu Belle and Scotty, and Captain Stubby's Buccaneers.

25 **ADVENTURE—Educational**
"The American Look." A study of the physical traits and characteristics of the American man and woman.

4:00 2 **25 OMNIBUS**
"The Raspberry Queen," starring Conrad Janis, Claudia Hall, Anthony Ross. Alistair Cooke emcee.

5 4 **HALL OF FAME—Drama**
"Of Time and the River." Dramatization of a segment from the Thomas Wolfe classic. Thomas Mitchell is the father, William Gant, in the portion of the book devoted to the old man's death.

7 **SUPER CIRCUS—Big Top Fun**
Claude Kirchner presents Joe Page in the Rolla Rolla act; a trampoline contest; Cluffy, Scampy, Nicky, and "Mary Hartline in "The Blacksmith Shop." (Guests are invited. Write Guest Relations, WBKB, Chgo.).

9 **"PIER 23"**
MOVIE—A San Francisco wharf-side shopkeeper who acts as a detective investigates two murders involving a wrestler and an escaped convict. Hugh Beaumont.

5:00 5 4 **MEET THE PRESS**
Martha Rountree, Lawrence Spivak.

7 **ABBOTT AND COSTELLO**
Bud and Lou in comedy situations.

9 **Program Not Available**

5:30 2 **25 YOU ARE THERE—Drama**
"The Recognition of Michelangelo." January, 1504, becomes a milestone in the history of art, as the young Michelangelo Buonarroti is accepted by his peers as a colleague.

4 **YOU ASKED FOR IT—Requests**

5 **ROY ROGERS SHOW—Drama**
"Bullet and a Burro." Bullet and Trigger help Roy escape from the jail.

7 **GEORGE JESSEL SHOW**
Guests: Louis Jordan and His Tympany Five; lyric soprano Toba Stevens, and Dick Kallman.

9 **WHAT'S THE ANSWER?—Quiz**
Quiz-master Mal' Bellairs.

Look into the
fascinating lives
lived all around you!

MAKE A



VOYAGE of DISCOVERY

WITH

John Barelay

Sunday afternoon, 3:30 to 4 P.M.

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Channel 2
WBBM-TV



NOV
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BENNY
6:30 P.M. 2 [25]

SULLIVAN
7 P.M. 2

WINCHELL
8 P.M. 7

KARNS
8 P.M. 9

YOUNG
9 P.M. 5 [4]

- 6:00 2 [25] **TELEVISION CITY**
Edward R. Murrow narrates a special program on the first anniversary of the dedication of the Television City, CBS Hollywood production center. Viewers are taken on a tour of the mammoth structure whose accumulated floor space is equal to 8½ acres. Rehearsals will be seen of the "Jack Benny Show," "My Friend Irma," "My Favorite Husband" and "Art Linkletter's House Party."
- [4] **HELLO NEIGHBOR THEATER**
"The Watchers and the Watched."
- 5 **PAUL WINCHELL SHOW**
Margaret Truman makes her TV dramatic debut in a psychological sketch about a young woman who witnesses a murder and then must face the murderer.
- 7 **YOU ASKED FOR IT—Requests**
Art Baker emcees. (1) "The Hurricane Hunters." (2) Reguss the All Powerful, who lies on a bed of spikes. (3) The Zugspitz Artisten, daredevils of the Alps.
- 9 **"RADAR SECRET SERVICE"**
MOVIE—Radar equipment is used to trace a truckload of stolen uranium ore. John Howard.
- 6:30 2 [25] **JACK BENNY SHOW**
Singer Johnny Ray is Jack's guest. Sponsored by Lucky Strike.
- 5 [4] **MR. PEEPERS—Comedy**
Jefferson City Junior High acquires a new gym teacher. Wally Cox stars with Patricia Benoit.
- 7 **FRANK LEAHY SHOW**
- 6:45 7 **COLLEGE FOOTBALL**
Notre Dame at North Carolina.
- 7:00 2 **TOAST OF THE TOWN**
Ed Sullivan presents singer Gordon MacRae; Jeanmaire, star of "Hans Christian Andersen;" Peter Lind Hayes and Mary Healy; juggler Rudy Horn; child singer Gayla Peevey.
- 5 [4] **COMEDY HOUR**
Starring Martha Raye. Milton Berle is Martha's guest. (Dey's a million good lookin' guys, but I'm a novelty." See page 15).
- 9 **PRESS CONFERENCE—Debate**
Lee Schooler moderates.
- [25] **MOVIE—Title Not Available**

- 7:30 9 **FAITH OF OUR FATHERS**
Religious services. (Guests are invited to the WGN Studio. No tickets necessary.)
- 8:00 2 **G.E. THEATER—Drama**
"The Hunted." A hard-hitting cop's determination to find his wife's murderer nearly results in an innocent boy's suicide. Preston Foster, Skip Homeier, Evelyn Ankers.
- 5 [4] **TV PLAYHOUSE—Drama**
"John Turner." About an orphan boy and a couple who want to adopt him. Clifford Tatum, Jr., Katherine Squire, Larry Gates. Sponsored by Philco Corp.
- 7 **WALTER WINCHELL—News**
Gossip and commentary.
- 9 **ROCKY KING—Film Drama**
Wealthy Colonel Stevens is shot, and his nephew, living nearby, summons police quickly enough to implicate two other people.

LOOK WHO'S BACK SUNDAY!



JACK BENNY

and his gang

sponsored by LUCKY STRIKE

6:30 PM • Channel 2

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PRESENTATIONS**

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BARRYMORE
THEATRE**



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"The
Vicious Years"

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EAT —
SO I
STEAL!

**TV
FIRST!**
SUN. 10 P.M.
WGN-TV

**SMASHING INDICTMENT!
AN APPEAL NO ADULT CAN
IGNORE!**

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"THE STANDARD OF THE WORLD"
A COURTESY-CONDITIONED CAR!

**S
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N**

NOV 15



MURRAY
9 P.M. 9

FRANCIS
9:30 P.M. 2 ²⁵

- 8:15 7 ORCHID AWARD—Musical**
Guests: the Hilltoppers, quartet.
- 8:30 2 MAN BEHIND THE BADGE**
This week the "man behind the badge" is a woman. The feminine warden of a penitentiary for women who proved that kindness and understanding are better tools for rehabilitation than force.
- 7 THE PETER POTTER SHOW**
Guests: Comedian Jack Healy; recording star Eartha Kitt; comedian and ex-prizefighter Buddy Baer; movie actress wanda Hendrix.
- 9 PLAINCLOTHESMAN—Drama**
"Scent Of the Kill." A handkerchief scented with perfume is the clue to violent death.
- ²⁵ **FILM—Title Not Available**
- 9:00 2 ²⁵ THE WEB—Drama**
"The Leech." An impoverished literary agent plots a crime of plagiarism.
- 5 ⁴ LETTER TO LORETTA**
"The Bronte Story." Story of Charlotte Bronte, author of "Jane Eyre," who lived under the domination of her stern father.
- 9 DOLLAR A SECOND—Quiz**
Jan Murray emcees contest.
- 9:30 2 ²⁵ WHAT'S MY LINE—Quiz**
Moderator John Daly with Arlene Francis, Steve Allen, Dorothy Kilgallen, and Bennett Cerf.
(TV GUIDE next week gives you one of its closeup looks at "the man with a velvet whip"—John Daly).
- ⁴ PAUL SKINNER—News**
- 5 VICTORY AT SEA—Documentary**
"Beneath the Southern Cross."
- 7 BILLY GRAHAM—Evanqelist**
- 9 ETHEL BARRYMORE THEATER**
"Funny Money." A struggling young author becomes acquainted with a soda fountain cashier when the youth offers her a peculiar piece of mutilated paper currency. Marshall Thompson and Barbara Lawrence.
Sponsored by Chicago Motor Club.
- 9:45 7 ULMER TURNER—News**
- 10:00 2 "CALLING ALL MARINES"**
MOVIE—Young mobster, hired by a spy ring, goes into the service to spy on a new aerial torpedo.
Sponsored by Household Finance Corp.



ROONEY
10 P.M. 7



LYNCH
11 P.M. 4

S
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N
NOV 15

4 AMERICAN TV HOUR
5 CLINT YOULE—Weather
7 "QUICKSAND"

MOVIE—(1st showing) To obtain money to entertain a worthless girl, a young garage mechanic reluctantly enters upon a career of crime. Mickey Rooney, Jeanne Cagney, Barbara Bates.

Sponsored by DeMet Pontiac.

9 "THE VICIOUS YEARS"

MOVIE—(1st showing) Having gained a home by blackmail, an embittered Italian war orphan is rehabilitated through the family's growing affection for him.

Sponsored by Courtesy Motors.

10:10 25 5 DON HOLLENBECK—News
5 DORSEY CONNORS—Ideas

Make your own Christmas cards.

10:15 5 ALEX DREIER—News

25 HAL WALKER—Sports

10:25 25 5 MARY JANE JUNG—Weather

10:30 5 NORMAN BARRY—Sports

25 "ABDUL THE DAMNED"

MOVIE—Story of a Turkish tyrant who laid waste his land and tortured his subjects until his people revolted.

11:00 4 PLAINCLOTHESMAN—Drama

"The Candy Clue." The unseen Lieutenant tracks down the murderer of a fencing master.

5 "OH WHAT A NIGHT"

MOVIE—International jewel thieves try to obtain a fabulous diamond.

11:15 2 Program Not Available

11:30 4 ROCKY KING—Film Drama

"Linked with Murder." Rocky tracks down a murderer of three via a diamond cuff link.

9 LES NICHOLS—News

11:45 2 DO IT YOURSELF—Tips

Mr. Do-It builds a sewing cabinet.

9 WEATHER NEWS

11:50 7 COMMERCIAL—Film

12:00 2 MOVIE—Title Not Available

4 NEWS

7 "MONSTER MAKER"

MOVIE—Scientist working with a rare disease is in love with the daughter of a concert pianist to whom he gives the disease.

12:05 4 DOLLAR A SECOND—Game

Jan Murray emcees contest.

1:30 7 ULMER TURNER—News

Sponsored by Foster TV.



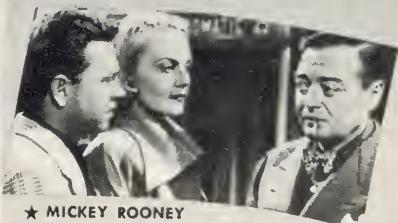
What is duty to a Leatherneck who joined the Corps to steal government secrets for the underworld?

Sunday, 10:00 P.M.
WBBM-TV (Channel 2)



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★ MICKEY ROONEY
★ JEANNE CAGNEY
★ PETER LORRE

in

QUICKSAND

The exciting recently released film about a good guy who borrows \$20 from a cash register for a date with a wrong girl who just loves mink.

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SUNDAY 10 p.m. WBKB Ch. 7

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Pontiac

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Monday



PAYNE
NOON 9

NOV 16

MORNING

- 6:45 **5 EVERETT MITCHELL—Talks**
Discussion for farmers.
- 7:00 **5 TODAY—Reports, Interviews**
- 8:00 **2 RAY RAYNER—Comments**
Weather, music and news.
- 8:45 **2 JOHN HARRINGTON—News**
- 8:55 **25 WINSTON BURDETT—News**
- 2 JIM CONWAY—News**
Stories behind the headlines.
- 9:00 **2 25 GODFREY AND FRIENDS**
Marion Marlowe, Frank Parker, Janette Davis and the Mariners. Robert Q. Lewis subs for Arthur.
- 5 4 DING DONG SCHOOL**
Nursery with Dr. Frances Horwich.
- 7 PIED PIPER SHOW—Kids**
Art Fern narrates stories.
- 9 PAUL FOGARTY—Exercises**
"Swing and Sway."
- 9:30 **5 4 GLAMOUR GIRL—Contest**
Jack McCoy emcees contest.
- 7 CHILDCRAFT SCHOOL**
Mrs. Emma Sheehy conducts.
- 9 TIME FOR STORIES**
Tina Redmond reads to youngsters.
- 10:00 **5 4 HAWKINS FALLS—Serial**
The young bank robber finds that the money has bought a lot more than he expected.
- 7 BEULAH KARNEY PRESENTS**
Unusual Dutch Cooking.
- 9 A TO Z OF COOKERY—Tips**
"Kitchen Capers," easy foods.
- 10:15 **4 GORDON THOMAS—Variety**
Music, comments and guests.
- 5 THE BENNETTS—Serial**
Wayne Bennett must choose between helping his closest friend and helping the city.



WFJL star Alma Platts, TV GUIDE's Celebrity Golf Champion, selects a suit as part of her tourney winnings. Looking on is TV's popular William "Where The Models Buy Their Clothes" Lewis.

- 10:30 **2 25 STRIKE IT RICH—Quiz**
Warren Hull emcees quiz game. Guest, singer Bill Hayes.
- 5 THREE STEPS TO HEAVEN**
Adventures of a small town girl.
- 7 ED ALLEN—Exercises**
Best hip exercises.
- 10:45 **5 FOLLOW YOUR HEART—Serial**
Sallie Brophy, Nancy Sheridan.
- 10:50 **7 WAYNE GRIFFIN—Weather**
- 10:55 **7 ULMER TURNER—News**
- 11:00 **2 VALIANT LADY—Serial**
Nancy Coleman stars.
- 4 WHAT'S NEW IN KITCHENS**
Breta Griem and Nancy Vorpagel.
- 5 FRANCOIS POPE—Recipes**
Peanut brittle and crunchy top butter cake.
- 7 BREAKFAST WITH O'NEIL**
Danny, Chet Roble, Nancy Wright.
- 9 HAL BLOCK SHOW**
- 25 RELIGIOUS FILM**
- 11:15 **2 25 LOVE OF LIFE—Serial**
Bill has a talk with Fred Slade about Vanessa's character.
- 11:30 **2 25 SEARCH FOR TOMORROW**
- 9 EARL NIGHTINGALE—Chats**
Talks on everyday subjects.
- 11:45 **2 25 GUIDING LIGHT—Serial**
Kathy learns of Dick's interest in Janet.
- 4 LET'S LOOK AT THE NEWS**
- 11:55 **7 ULMER TURNER—News**
- 12:00 **2 LUNCHEON WITH BILLY**
Musical-variety show.
- 4 BOB HEISS—Interviews**
Guest interviews and comments.
- 5 NOONTIME COMICS**
Johnny Coons entertains the kids.
- 7 HAPPY PIRATES—Kids' Fun**
Dick "Two Ton" Baker is emcee.
- 9 HI LADIES—Interviews**
Jack Payne emcees.
- 25 KIDS' KARNIVAL—Fun**
Clowns, serials, and quizzes.
- 12:25 **2 LEE PHILLIP SHOW—Tips**
News for the homemaker.
- 12:30 **2 25 GARRY MOORE SHOW**
- 5 ANIMAL PLAYTIME—Kids' Fun**
Win Stracke entertains the kids.
- 7 TIME FOR FUN—Nick Francis**
Nicky, the dog Bobo, and cartoons.
- 12:45 **9 MAGIC CARPET—Kids**
"Great Rhine Way."
- 12:55 **4 BILL CARLSEN—Weather**
- 7 ULMER TURNER—News**



FRANCIS
12:30 P.M. 7

DONOHUE
1:30 P.M. 4

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- 1:00 2 **25** **DOUBLE OR NOTHING**
Bert Parks emcees quiz game.
- 4 **BEHIND THE SCREENS**
A look at television "backstage."
- 5 **BOB & KAY SHOW—Variety**
Art Van Damme Quintet and guests.
- 7 **RUTH CROWLEY—Baby Care**
New baby in relation to brother and sister. ("Friday the 13th was indeed a lucky day for me," says Ruth. See page A-2 for story.)
- 9 **WATCH TO WIN—Quiz**
Don Gordon and the Starnoters.
- 1:15 7 **STUART BRENT—Discussion**
Advice and information for women.
- 1:30 2 **LINKLETTER'S HOUSEPARTY**
BEULAH DONOHUE—Tips
- 4 7 **THE DOWDS—Discussion**
Betty and Don Dowd.
- 9 **JOHNS HOPKINS—Science**
News from the scientific world.
- 25 **NEWS AND TEST PATTERN**
- 1:45 25 **LINKLETTER'S HOUSE PARTY**
Art Linkletter and the ladies.
- 2:00 2 **25** **BIG PAYOFF—Quiz**
- 5 4 **KATE SMITH SHOW**
(1) Barbara Carroll Trio. (2) Cracker Barrel interview with Secretary of Commerce Weeks. (3) A fashion show. (4) A dramatic segment.
- 7 **CLAUDE KIRCHNER SHOW**
Claude emcees variety show.
- 9 **PAUL DIXON SHOW—Musical**
Musical pantomimes.
- 2:30 2 **25** **BOB CROSBY SHOW**
The Modernaires and Joan O'Brien. Bob sings "I Believe" and "When My Dream Boat Comes Home." Joan warbles "You Forgot To Write." Bob and Joan duet with "Just A Cheerful Little Earful." The Modernaires chorus "Margie."
- 7 **PAUL HARVEY—News**
- 2:45 7 **MIQUE COLL'S SHOW—Tips**
Fashion news and shopping hints.
- 3:00 2 **PETTICOAT PARTY—Games**
Frazer Thomas emcees games. (Guests are invited to the Garrick Theater. No Tickets necessary.)
- 5 4 **WELCOME TRAVELERS**
Interviews with Tommy Bartlett. (Guests invited. Write to Guest Relations, WNBQ, Chicago.)
- 7 **TURN TO A FRIEND—Contest**
Dennis James is emcee.
- 9 **REVERIA SHOW—Commercial**
- 25 **TRUDY BEILFUSS—Foods**

Special Christmas Offer



FIRST 1-year TV GUIDE subscription (your own or gift)—\$5

Each additional 1-year gift—\$4

Offer good only until Jan. 15, 1954

Here's great news for everyone looking for something different — something better in Christmas gifts.

TV GUIDE now has cut a big 20% slice from the regular rate on all one-year subscriptions after the first.

At these low rates you'll want to give TV GUIDE to each of your set-owning friends and relatives this Christmas. Send in your order today! We'll send gift cards in your name in time for Christmas.

MORE GOOD NEWS: TV GUIDE editions are now published in cities from coast to coast. NOW you can give TV GUIDE to out-of-town friends and relatives!

You may want to give them longer-term subscriptions. These are available for 2 years at \$8 each; 3 years at \$11 each.

MON
NOV 16



RANDY and BESS
2 P.M. 2 ²⁵

HARVEY
2:30 P.M. 7

ELLIOT
3:30 P.M. 5 ⁴

FOREMAN TOM
5 P.M. ⁴

CASEY
5 P.M. 7

- 3:15 9 **MOVIE QUICK QUIZ—Game**
Dick "Two Ton" Baker emcees.
- 3:30 2 **SHOPPING WITH MISS LEE**
Lee Phillip with buying tips.
- 5 ⁴ **ON YOUR ACCOUNT**
Interviews with Win Elliot.
- 7 **ERN WESTMORE SHOW**
9 Program Not Available
- ²⁵ **U.N. GENERAL ASSEMBLY**
- 3:45 2 **U.N. GENERAL ASSEMBLY**
Korean peace efforts.
- 4:00 2 **"FATHER STEPS OUT"**
MOVIE—Railroad president, trying to keep his railroad from the hands of rivals, gets unexpected help from two tramps. Frank Albertson.
- ⁴ **SUPERMAN—Drama**
George Reeves as Clark Kent.
- 5 **ATOM SQUAD—Adventure**
- 7 **ULMER TURNER—News**
- 9 **"ROCKY MOUNTAIN RANGERS"**
MOVIE—One of the Three Mesquiteers plays a double role, one as a member of a group striving for law and order, and the other as a villain. Robert Livingston, Raymond Hatton and Duncan Renaldo.
- ²⁵ **ARMCHAIR ADVENTURE**
- 4:05 7 **"SPOOKTOWN"**
MOVIE—A band of outlaws take over a town as their hideout.
- 4:15 5 **GABBY HAYES SHOW—Tales**
Western serial shown in part.
- ²⁵ **CHOOSE UP SIDES**
- 4:30 5 ⁴ **HOWDY DOODY—Puppets**
Bob Smith emcees the antics.
- ²⁵ **REC ROOM—Ted Clark**
Teenagers dance to records.

BETTER TASTE — MORE CUPS



STEWARTS' quality blend of fancy aged coffees has greater body and flavor — makes many more cups per pound.

- 4:45 9 **CINNAMON BEAR—For Kids**
Adventures of Paddy and his friends as they search for the Silver Star and meet the Quilt Dragon.
- 5:00 2 **GARFIELD GOOSE & FRIEND**
"King" Garfield and Frazer Thomas.
- ⁴ **FOREMAN TOM—Western**
Tall tales and film stories.
- 5 **ELMER, THE ELEPHANT—Kids**
John Conrad amuses the children.
- 7 **ANGEL CASEY—Film**
Short movies and cartoons.
- 9 **JUNIOR EDITION—News**
Steve Fentress with teen-age news.
- ²⁵ **"APACHE KID ESCAPES"**
MOVIE—Western adventure.
- 5:15 9 **JUNIOR CROSSROADS**
Educational subjects.
- 5:30 2 **GENE AUTRY TIME—Film**
Western adventure stories.
- ⁴ **LLOYD PETTIT—Sports**
- 5 **KIDS' KARNIVAL KWIZ—Film**
Art Hern as Natco the Clown.
- 7 **BOB ATCHER—Serial Film**
"Fighting Vigilantes," pt. 1. A group of law-abiding citizens war on a provision dispenser who seeks to rub out competitors by unlawful means. Lash La Rue and Al St. John.
- 9 **ROBT. F. HURLEIGH—News**
- 5:45 ⁴ **PAUL SKINNER—News**
- 9 **CURBSTONE CUT UP—Chats**
Ernie Simon conducts interviews.
- 5:50 5 **JACK ANGELL—News**
- 5:55 ⁴ **BILL CARLSEN—Weather**
- 6:00 2 **BOB ELSON—Sports**
- ⁴ **BLUE ROOM—Music**
Maurice Kipen directs ensemble.
- 5 **CLINT YOULE—Weather**
- 7 **AUSTIN KIPLINGER—News**
- 9 **CAPTAIN VIDEO—Adventures**
Captain Video and the Rangers.
- ²⁵ **JOE KENNY—Weather**
- 6:05 5 **ALEX DREIER—Features**
- 7 **JACK DREES—News**
- ²⁵ **LAN SINGER—News**
Roundup of day's events.
- 6:10 5 **JOE WILSON—Sports**
- 7 **WAYNE GRIFFIN—Weather**
- ²⁵ **HAL WALKER—Sports**
What's new in the world of sports.



KIPEN
6 P.M. 4

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6:30 P.M. 7

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- 6:15 2 JULIAN BENTLEY—News
4 BEL TRIO—Music
5 DORSEY CONNORS—Travel
Guest: Leslie Valder, general manager of BOAC.
7 JOHN DALY—News
9 NUMBER PLEASE—Quiz Game
Jack Brickhouse conducts.
25 TV TOPICS—Preview
- 6:20 5 TONY WEITZEL—Comments
Gossip and interviews.
- 6:30 2 25 DOUG EDWARDS—News
5 4 ARTHUR MURRAY PARTY
Guest, Groucho Marx teams up with Kathryn Murray to form a dance duo.
7 JAM!E—Drama
"Jamie's Heritage." Jamie finds a photograph of his late father, who had a bad reputation among his relations because he was not a financial success. Brandon de Wilde.
9 SPENCER ALLEN—Local News
- 6:45 2 25 PERRY COMO SHOW
Fontane Sisters, Mitchell Ayres.
5 4 JOHN C. SWAYZE—News
- 7:00 2 25 BURNS & ALLEN—Comedy
Trying to be helpful, Harry Von Zell gets into trouble, thanks to Gracie, a little widow, and a treasured racoon coat.
5 4 NAME THAT TUNE—Quiz
Red Benson and Vicki Mills.
7 SKY KING THEATER—Western
Kirby Grant is starred.
9 TWENTY QUESTIONS—Quiz
Moderator Jay Jackson with panel: Fred Von Deventer, Florence Rinard, Herb Polesie and Dick Harrison. Guest: Dr. Russell J. Humbert, president of De Pauw University, who will present the honorary degree of Doctor of Humane Letters to Florence Rinard. Dean Robert H. Farber, of the University, will also be present. This will mark the first time in TV history that an honorary degree is conferred during a regularly scheduled program.
- 7:30 2 25 TALENT SCOUTS
Garry Moore subs for Arthur Godfrey tonight, while Arthur takes one week rest.

on
TV
TONIGHT

Your Early Evening

FIVE STAR FINAL
(Monday thru Friday, 6:00 to 6:30 p.m.)



CLINT YOULE
The Weatherman
6:00 pm



ALEX DREIER
News Features
6:05 pm



JOE WILSON
Sports Corner
6:10 pm



DORSEY CONNORS
Travel Tips
6:15 pm



TONY WEITZEL
Town Crier
6:20 pm

WNBQ

channel

5

NBC

television

MON
NOV 16



ALLEN 7 P.M. 2 [25] BENSON 7 P.M. 5 [4] GODFREY 7:30 P.M. 2 [25] BALL 8 P.M. 2 [25] DAY 8 P.M. 5

- 5 [4] **VOICE OF FIRESTONE**
Guest: baritone Thomas L. Thomas.
Music: "Mah Lindy Lou," "The White Dove," "Into the Night," "Song Of the Mounties," "Sleigh-ride," "Dance of the Cammoristi," and "El Rancho Grande."
- 7 **MOVIE—Title Not Available**
- 9 **ALL-STAR WRESTLING**
(The first installment of our story on wrestling and its stars appears on page 5. To learn how professional wrestling can be a girl's best friend, see our story in next week's TV GUIDE).
- 8:00 2 [25] **I LOVE LUCY—Comedy**
Following dinner at a French restaurant, Ricky hires the waiter for his nightclub act. Lucille Ball, Desi Arnaz, Vivian Vance, and William Frawley.
- [4] **BISHOP FULTON J. SHEEN**
Talks on subjects of interest.
- 5 **DENNIS DAY—Comedy**
Dennis appears before Lavinia's fan club as a southern colonel. *Sponsored by RCA Victor.*
- 8:30 2 [25] **RED BUTTONS—Comedy**
Red and his girlfriend Betsy take a subway ride.
- 5 [4] **ROBERT MONTGOMERY**
"The Deep Six." Life aboard a Navy cruiser in the Aleutians; the clash of personalities and the presence of the enemy Japanese. Stars John Payne, Herbert Courtleigh, Raymond Bramley, Scott Forbes, and Donald McKee. *Sponsored by Lucky Strike.*
- 9 **BEARS QUARTERBACK CLUB**
"Red" Grange and Luke Johnsos.
- 9:00 2 [25] **STUDIO ONE—Drama**
"A Bargain With God." Story of four people looking for a miracle; a priest, a wealthy woman, and a garage mechanic and his wife, all of whom live on Bowdoin Street in Boston.

- 7 **PAUL HARVEY—News**
- 9 **BOXING—Eastern Parkway**
Joey Klein vs. Freddie "Babe" Herman, welterweights.
- 9:15 7 **ULMER TURNER—News**
Sponsored by Foster TV.
- 9:30 5 [4] **WHO SAID THAT?—Quiz**
Moderator Walter Kiernan with June Lockhart, Frank Conniff.
- 7 **CARDS QUARTERBACK CLUB**
Jack Drees conducts.
- 9:45 9 **ARCH WARD—Sports**
Interviews with sport stars.
- 10:00 2 **FAHEY FLYNN—News**
- [4] **INDUSTRY ON PARADE**
Visits to industrial plants.
- 5 **CLINT YOULE—Weather**
- 7 **PAGE ONE—News and Sports**
- 9 **"RETURN OF JESSE JAMES"**
MOVIE—(1st showing) A bank robber who bears a striking resemblance to Jesse James masquerades as the famous outlaw and is brought to justice by Jesse's reformed brother. John Ireland, Ann Dvorak, Henry Hull.
- [25] **HAL WALKER—Sports**
- 10:05 [25] **DR. A. A. SUPPAN—News**
- 10:10 2 **LEE PHILLIP—Weather**
- 5 **DORSEY CONNORS—Ideas**
Coat hangers for stoles and furs.
- [25] **JOE KENNY—Weather**
- 10:15 2 **JOHN HARRINGTON—Sports**
- [4] **PAUL SKINNER—News**
Latest in world news.
- 5 **JACK ANGELL—News**
- [25] **RELIGIOUS FILM**
- 10:25 2 **ART MERCIER—Sports Tips**
Discussion for sportsmen.
- [4] **BILL CARLSEN—Weather**
- 10:30 2 **JOHN HARRINGTON—News**
- [4] **BIG STORY—Drama**
The story of Reporter Marvin Sleeper of the *New York Journal American* who played a vital role in the life of a 10-year-old boy who has been told he had only 80 days to live.

KOOLVENT

FIGHT AT 9:00 TONIGHT
Keep Score With Ed Pazdur
On WGN-TV, See Listings.

NAME	1	2	3	4	5	6	7	8	9	10



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9:45 P.M. 9

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11 P.M. 4

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5 **NORMAN BARRY—Sports**
7 **DR. FIXUM—Household Ideas**

25 **DEATH VALLEY DAYS—Drama**
"Solomon In All His Glory." A newspaperman becomes the town bum in a western mining center, but gains his self-respect.

10:45 2 **IRV KUPCINET—Comments**

5 **HERBIE MINTZ—Musical**
Melodies, old and new.

11:00 2 **WRESTLING—Film**

Ali Bey vs. Lucky Simonvitch. Tony Martinez vs. Jesse James. Karl Davis vs. Wee Willy Davis. The Champ vs. Pat Fralay. (The first installment of our story on wrestling and its stars appears on page 5. To learn how professional wrestling can be a girl's best friend, see our story in next week's TV GUIDE).

4 **BIG TOWN—Drama**

Pat McVey stars as Steve Wilson.

5 **"GI JOE"**

MOVIE—Information unavailable.

7 **ULMER TURNER—News**

25 **"BLACK LIMELIGHT"**

MOVIE—An innocent man is a fugitive from the police until a mad killer is caught.

11:10 7 **JACK EIGEN SHOW—Chats**

11:30 4 **TOM MERCEIN SHOW**

9 **LES NICHOLS—News**

Late news events of the day.

11:45 9 **WEATHER NEWS**

12:00 2 **"RACING ROMANCE"**

MOVIE—Young proprietor of a gasoline station antagonizes his fiancée when he buys a race horse and has the young lady who raised it continue its training. Bruce Seton and Marjorie Taylor.

4 **TOM MERCEIN—News**

7 **"MY SON THE HERO"**

MOVIE—Air ace comes home to find a marital mixup that is staged to impress him. Roscoe Karns, Patsy Kelly and Joan Blair.

12:05 4 **GEORGE JESSEL SHOW**

Guests: Singer Monica Lewis, Cab Calloway, of "Porgy and Bess," and comedian Frank Fontaine.

1:30 7 **ULMER TURNER—News**

the **Matador**



The Matador creates within the ritual of the bullfighting tradition a work of art.

It becomes important that you who dine in the The Matador Room receive an aesthetic as well as a gustatory experience.

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SIRLOIN ROOM

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ROBERT MONTGOMERY

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YOUR LUCKY STRIKE THEATRE

Monday 8:30 pm • Channel 5

SERVE

PEPSI-COLA

The
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Refreshment

Tops with TV!

Tuesday



COONS
NOON 5

NOV 17

MORNING

- | | | | | |
|-------|------|---|-------|--|
| 6:45 | 5 | EVERETT MITCHELL —Talks | 7 | BREAKFAST WITH O'NEIL
Guests, music and games. |
| 7:00 | 5 | TODAY —Reports & Interviews | 9 | HAL BLOCK SHOW |
| 8:00 | 2 | RAY RAYNER —Comments
(Why is Friday the 13th memorable to Ray? See page A-2 for story.) | [25] | NEWS AND TEST PATTERN |
| 8:45 | 2 | JOHN HARRINGTON —News | 11:15 | 2 [25] LOVE OF LIFE —Serial
Van gets a phone call from Fred. |
| | [25] | WINSTON BURDETT —News | 11:30 | 2 [25] SEARCH FOR TOMORROW |
| 8:55 | 2 | JIM CONWAY —News
Stories behind the headlines. | 9 | EARL NIGHTINGALE —Chats
Talks on every day subjects. |
| 9:00 | 2 | [25] GODFREY & FRIENDS
Robert Q. Lewis subs for Godfrey who is taking a one week rest. | 11:45 | 2 [25] GUIDING LIGHT —Serial
Bill prepares to leave for New York. |
| | 5 | [4] DING DONG SCHOOL
Nursery with Dr. Frances Horwich. | | [4] |
| | 7 | PIED PIPER SHOW —Kids
Art Hern narrates cartoons. | 11:55 | 7 ULMER TURNER —News |
| | 9 | PAUL FOGARTY —Exercises
Folks downstairs won't like this, but you will. | 12:00 | 2 LUNCHEON WITH BILLY
Variety with Billy Leach. |
| 9:30 | 5 | [4] GLAMOUR GIRL —Contest
Jack McCoy emcees contest. | | [4] |
| | 7 | CHILDCRAFT SCHOOL
Mrs. Emma Sheehy conducts. | 5 | NOONTIME COMICS
Johnny Coons entertains the kids. |
| | 9 | TIME FOR STORIES
Tina Redmond reads to youngsters. | 7 | HAPPY PIRATES —Kids' Fun
Dick "Two Ton" Baker is emcee. |
| 10:00 | 5 | [4] HAWKINS FALLS —Serial
The young bank robber finds that the money has brought a lot more than he expected. | 9 | HI LADIES —Interview Show
Jack Payne emcees. |
| | 7 | BEULAH KARNEY PRESENTS
Thanksgiving table decorations. | [25] | KIDS' KARNIVAL —Fun
Clowns, serials, quizzes for kids. |
| | 9 | A TO Z OF COOKERY —Tips
"Here's to Your Health." | 12:25 | 2 LEE PHILLIP SHOW —Hints
Tips for the homemaker. |
| 10:15 | [4] | GORDON THOMAS —Interviews
Comments and guests. | 12:30 | 2 [25] GARRY MOORE SHOW |
| | 5 | THE BENNETTS —Serial
Wayne Bennett must choose between helping his closest friend and helping the city. | 5 | ANIMAL PLAYTIME —Kids' Fun
Win Stracke entertains the kids. |
| 10:30 | 2 | [25] STRIKE IT RICH —Quiz
Warren Hull emcees. | 7 | TIME FOR FUN —Kids' Show
Nick Francis and Bobo the dog. |
| | 5 | THREE STEPS TO HEAVEN
A small town girl lives in N.Y. | 12:45 | 9 MAGIC CARPET —Kids' Fun
"Indian Plains Girl." |
| | 7 | ED ALLEN —Exercises
Sitting bounces. | 12:55 | [4] BILL CARLSEN —Weather |
| 10:45 | 5 | FOLLOW YOUR HEART —Serial | 7 | ULMER TURNER —News |
| 10:50 | 7 | WAYNE GRIFFIN —Weather | 1:00 | 2 [25] I'LL BUY THAT —Panel
Mike Wallace emcees. |
| 10:55 | 7 | ULMER TURNER —News | | [4] |
| 11:00 | 2 | VALIANT LADY —Serial
Nancy Coleman in the title role. | 6 | BEHIND THE SCREENS
A look at television "backstage." |
| | [4] | WHAT'S NEW IN KITCHENS
Breta Griem and Nancy Vorpagel. | 5 | BOB AND KAY —Variety
Bob Murphy and Kay Westfall. |
| | 5 | FRANCOIS POPE —Recipes
Veal chops Madrid, Apricot Meringue Sticks. | 7 | RUTH CROWLEY —Baby Care
Tips on caring for the sick baby. Why is Friday the 13th memorable to Ruth? See page A-2. |
| | | | 9 | WATCH TO WIN —Quiz
Don Gordon emcees. |
| | | | 1:15 | 7 STUART BRENT —Discussion |
| | | | 1:30 | 2 LINKLETTER'S HOUSEPARTY
Game: "What's in the house?"
(A frequent guest of Art's—Edith Head—discusses red flannelwear for ladies in next week's TV GUIDE). |
| | | | | [4] |
| | | | | BEULAH DONOHUE —Women
Milwaukee doctors discuss "The Psychology of Motherhood." |



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SMITH
2 P.M. 5 [4]

JAMES
3 P.M. 7

NOV 17

- 7 **THE DOWDS**—Discussion
Betty and Don Dowd talk.
- 9 **THE SEWING SCHOOL**
Conducted by Lee Vanderhye.
- 1:45 [25] **NEWS AND TEST PATTERN**
[25] **LINKLETTER'S HOUSEPARTY**
Games, interviews and guests.
- 2:00 2 [25] **THE BIG PAYOFF**—Quiz
Randy Merriman and Bess Myerson.
- 5 [4] **KATE SMITH SHOW**
Story princess; Russ Morgan and his orchestra; "Cracker Barrel" interview; guest: Harold Stassen; and "America Sings" segment.
- 7 **CLAUDE KIRCHNER SHOW**
Especially for ladies.
- 9 **PAUL DIXON SHOW**—Music
Musical pantomimes.
- 2:30 2 [25] **BOB CROSBY SHOW**
Tunes: "Oh," "Baby," "Honey," "October 32nd, 1955" and "Just a Song At Twilight."
- 2:45 7 **MIQUE COLLIS SHOW**—Tips
Hints for the ladies.
- 3:00 2 **PETTICOAT PARTY**—Games
Frazer Thomas is emcee. (Guests are invited to the Garrick Theater. No tickets necessary.)
- 5 [4] **WELCOME TRAVELERS**
Tommy Bartlett interviews Chicago visitors. (Guests invited. Write to Guest Relations, WNBQ, Chicago.)
- 7 **TURN TO A FRIEND**—Contest
Dennis James is emcee.
- 9 **COMMERCIAL**—Film
- [25] **TRUDY BEILFUSS**—Foods
- 3:05 9 **MOVIE QUICK QUIZ**—Game
Emcee Dick "Two-Ton" Baker.
- 3:30 2 **SHOPPING WITH MISS LEE**
Fashion news and shopping hints.
- 5 [4] **ON YOUR ACCOUNT**
Win Elliot interviews.
- 7 **ERN WESTMORE SHOW**
- 9 **THE BIG PICTURE**
Films of the Army in action.
- [25] **U.N. GENERAL ASSEMBLY**
Korean peace talks.
- 3:45 2 **U.N. GENERAL ASSEMBLY**
- 4:00 2 **"ACE OF SPADES"**
MOVIE — A candidate's chances for election seem doubtful when an ace of spades is used as blackmail evidence against him. Dorothy Boyd.
- [4] **GRETCHEN COLNIK**—Tips
Discussion for women.
- 5 **ATOM SQUAD**—Adventures

PROFESSIONAL TV SERVICE GUIDE



THIS COLUMN IS SEEN BY OVER 1,000,000 READERS EVERY WEEK. FOR RATES AND INFORMATION CALL WABASH 2-0366.

southeast

FAST RADIO DISPATCHED DAY-NITE SER.
8158 S. Eberhart Ave. Midway 3-9111

SOUTHSHORE DAY & NIGHT TV ENGS.
1977 E. 73rd St. Normal 7-0126

south

MASTER SERVICE CO.
1153 E. 82nd St. South Shore 8-9282

southwest

FAST RADIO DISPATCHED DAY-NITE SER.
1805 W. 95th St. Cedarcrest 3-4677

near north

FRITZEL RADIO & TV LABORATORIES
454 W. North Ave. Michigan 2-7100

northwest

FOSTER DAY & NIGHT TELEVISION SER.
2922 N. Milwaukee Humboldt 9-0911

ACE DAY & NIGHT TELEVISION SERVICE
4766 N. Milwaukee Spring 7-5110

HARLEM TELEVISION SERVICE
3233 N. Harlem Ave. Mulberry 5-1213

north

FAST RADIO DISPATCHED DAY-NITE SER.
1409 W. Irving Pk. Eastgate 7-4120

CHAMBERS RADIO AND TELEVISION
3546 N. Ashland Ave. Raceland 7-2844

FRITZEL RADIO & TV LABORATORIES
1139 W. Wilson Ave. Longbeach 1-0002

CRITTENTON RADIO & TELEVISION CO.
4740 N. Broadway Longbeach 1-2250

TUE

NOV 17



THOMAS
5 P.M. 2



HERN
5:30 P.M. 5



SIMON
5:45 P.M. 9



DREIER
6:05 P.M. 5



SHORE
6:30 P.M. 5

7 ULMER TURNER—News
9 "TRAIL BLAZERS"

MOVIE—Prairie bandits fight the new means of communication because it threatens to bring the U.S. cavalry swiftly after they stage a raid. Robert Livingston and Bob Steele.

4:05 ²⁵ **7 CHOOSE UP SIDES**
7 "FIGHTING THE PLAINS"

MOVIE—Western adventure.

4:15 ⁴ **4 EXPLORERS CLUB—Exhibits**
5 GABBY HAYES SHOW—Tales

Western serial shown in part.

4:30 **5** ⁴ **4 HOWDY DOODY—Puppets**

Clarabelle, clown, amuses the kids.

²⁵ **REC ROOM—Ted Clark**

Teenagers dance to records.

4:45 **9 CINNAMON BEAR—For Kids**

Adventures of Paddy and friends.

5:00 **2 GARFIELD GOOSE & FRIEND**

Garfield and Frazer Thomas.

⁴ **FOREMAN TOM—Western**

Tall tales and film stories.

5 ELMER, THE ELEPHANT—Kids

John Conrad and the elephant.

7 ANGEL CASEY—Film

Short movies and cartoons.

9 JUNIOR EDITION—News

²⁵ **"BEYOND THE LAW"**

MOVIE—Western adventure with Robert Fraser and L. Chandler.

5:15 **9 JUNIOR CROSSROADS**

Educational subjects.

5:30 **2 GENE AUTRY TIME—Film**

Western adventure stories.

⁴ **BLAINE WALSH—Sports**

5 KIDS' KARNIVAL KWIZ—Fun

Art Hern as Natco the clown.

7 HOPALONG CASSIDY

"Promised Land."

9 ROBERT F. HURLEIGH—News

5:45 ⁴ **PAUL SKINNER—News**

9 CURBSTONE CUT UP—Chats

Ernie Simon conducts interviews.

5:50 **5 JACK ANGELL—News**

5:55 ⁴ **BILL CARLSEN—Weather**

6:00 **2 BOB ELSON—Sports**

⁴ **BLUE ROOM—Musical**

Maurice Kipen conducts ensemble.

5 CLINT YOULE—Weather

7 AUSTIN KIPLINGER—News

9 CAPTAIN VIDEO—Adventures

²⁵ **JOE KENNY—Weather**

6:05 **5 ALEX DREIER—Features**

News events around the world.

²⁵ **LAN SINGER—News**

6:10 **5 JOE WILSON—Sports**

7 WAYNE GRIFFIN—Weather
Predictions and comments.

²⁵ **HAL WALKER—Sports**

6:15 **2 JULIAN BENTLEY—News**

⁴ **TOMMY SHERIDAN—Musical**
Music by the Tommy Sheridan Trio.

5 DORSEY CONNORS—Travel

A visit to Edinburgh, Scotland.

7 JOHN DALY—News

9 NUMBER PLEASE—Quiz Game
Jack Brickhouse conducts.

²⁵ **TV TOPICS—Preview**

6:20 **5 TONY WEITZEL—Comments**

6:30 **2** ²⁵ **DOUGLAS EDWARDS—News**

5 ⁴ **DINAH SHORE SHOW**

Popular tunes of the day.

7 CAVALCADE OF AMERICA

Stories of the old West.

9 SPENCER ALLEN—News

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HOPE
7 P.M. 5 [4]

SKELTON
7:30 P.M. 2 [25]

NOV 17

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personality of the year

Bishop Fulton J. Sheen



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worth
Living"*


WGN-TV (9)
TUESDAY
7:00 PM CST

- 6:45 2 [25] **JANE FROMAN SHOW**
5 [4] **JOHN C. SWAYZE—News**
World events of interest.
- 7:00 2 **GENE AUTRY SHOW—Western**
"Border Justice." Gene cracks down on a gang smuggling a deadly new explosive over the border from Mexico.
- 5 [4] **BOB HOPE SHOW—Comedy**
Guests: Fred MacMurray, Arlene Dahl and Janis Paige.
- 7 **MOVIE—Title Not Available**
- 9 **BISHOP FULTON J. SHEEN**
Talks on subjects of interest. Sponsored by Admiral Corp.
- [25] **RANGE RIDER—Western**
Range Rider and Dick West are mistaken for outlaws by the sheriff and his daughter in the "Crooked Fork."
- 7:30 2 [25] **RED SKELTON—Comedy**
9 **PANTOMIME QUIZ—Game**
Comedian Ken Murray is Captain Coogan's guest, and singer Margaret Whiting is Captain Barrymore's guest.
- 8:00 2 [25] **THIS IS SHOW BUSINESS**
Performers: Chiquita and Johnson, dancers; comedian Harvey Stone; and comedienne Betty Johnson.
- 5 [4] **FIRESIDE THEATER—Drama**
"Appointment with Death." A young guide who accidentally killed his friend and fellow hunter meets the dead man's wife, who is determined to kill her husband's slayer. George Nader, Eve Miller, Roy Engel.
- 7 **DANNY THOMAS SHOW**
Danny's children "adopt" a retired old sea captain. (For a review of Danny's show, see next week's issue).
- 9 **BADGE 714—Drama**
"The Big Parrot." When a couple is found in a burned-out apartment, and the discovery of a time fuse indicates murder and arson, Sgt. Joe Friday (Jack Webb) is assigned to investigate. Sponsored by Chicago Motor Club.
- 8:30 2 **SUSPENSE—Drama**
"The Newcomer." A boastful stranger in a western town is accused of the murder of a girl.


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714

FORMERLY
"DRAGNET"

STARRING
JACK
WEBB
WGN-TV (9)
TUESDAY 8:00—8:30 P.M.



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TUE

NOV 17



WEBB
8 P.M. 9

DOUGLAS
8:30 P.M. 9

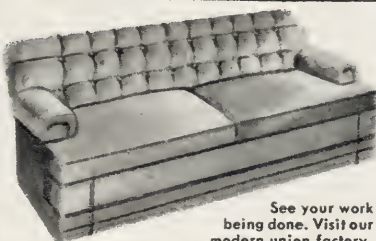
HAGGERTY
8:30 P.M. 25

MURROW
9:30 P.M. 2 25

PETTIT
10 P.M. 4

- 5 **4** **CIRCLE THEATER—Drama**
"The Bells of Cockaigne," starring Gene Lockhart. An old man abandons his dreams of returning to his native land in order to help a stevedore and his sick child.
- 7 **AMERICAN TV HOUR**
"Westward the Sun." A feminine department store clerk pursues three men (a physical instructor, an American GI, and a British Lord) in wartime London. Jackie Cooper, Brian Keith, Richard Ney.
- 9 **H'WOOD OFFBEAT—Drama**
Melvyn Douglas stars as investigator Randall in "Quiet Lions."
- 25 **FILES OF JEFFREY JONES**
Don Haggerty stars.
- 9:00 2 **25** **DANGER—Mystery**
"The Educated Heart." A man is convinced only the mind is important, and that emotions betray you. Basil Rathbone, Margaret Phillips and Martin Brooks.
- 5 **4** **JUDGE FOR YOURSELF**
Professional panel: Jean Dalrymple, producer, and George Simon, editor of "Metronome" magazine, with Al Altman, Eastern talent representative for MGM. Fred Allen emcees the panel.
- 9 **PLAY OF THE WEEK—Drama**
- 9:30 2 **25** **SEE IT NOW—Documentary**
Edward R. Murrow presents filmed highlights of news of the world interspersed with coast-to-coast reports and on-the-spot coverage.
- 4** **TRIANGLE THEATRE—Drama**
- 5 **BOB CONSIDINE—Chats**

- 7 **NAME'S THE SAME—Panel**
Robert Q. Lewis with Joan Alexander, Gene Rayburn and Bill Stern.
- 9 **GAME OF THE WEEK—Film**
Illinois vs. Wisconsin.
- 9:45 5 **MAN ON THE GO—Alex Dreier**
- 10:00 2 **FAHEY FLYNN—News**
- 4** **MATCH YOUR WITS—Quiz**
Lloyd Pettit emcees game.
- 5 **CLINT YOULE—Weather**
- 7 **GLORIA SWANSON PRESENTS—Drama**
"Portrait of a Lady." Mother of a 16 year-old girl tries in vain to keep her daughter from dating an unsuccessful artist. Anthony Caruso and Allene Roberts.
- 9 **"MISS MINK"**
MOVIE—A mink coat becomes the center of contention after it is won in a radio contest. Jimmy Lydon, Lois Collier, Richard Lane.
- 25** **HAL WALKER—Sports**
- 10:05 **25** **DR. A. A. SUPPAN—News**
- 10:10 2 **LEE PHILLIP—Weather**
- 5 **DORSEY CONNORS—Ideas**
"Simple solutions for everyday problems."
- 25** **JOE KENNY—Weather**
- 10:15 2 **JOHN HARRINGTON—Sports**
- 4** **PAUL SKINNER—News**
Late news events.
- 5 **JACK ANGELL—News**
- 25** **COACH'S ROOM—Football**
Lisle Blackburn, Marquette U.
- 10:25 2 **ART MERCIER—Sports Tips**
Discussion for sportsmen.
- 4** **BILL CARLSEN—Weather**



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BARRY
10:30 P.M. 5



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MIDNIGHT 5

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NOV 17

- 10:30 **2 JOHN HARRINGTON—News**
4 GAME OF THE WEEK—Film
 Illinois vs. Wisconsin.
- 5 NORMAN BARRY—Sports**
7 I'M THE LAW—Drama
 "The Killer." Lt. Kirby (George Raft) gains evidence against the man behind many rackets after the clumsy murder of a woman.
- 25 DANGEROUS ASSIGNMENT**
 "Alien Smugglers." Steve Mitchell's partner is murdered during an investigation of an illegal entry racket in Portugal. Brian Donlevy.
- 10:45 **2 IRV KUPCINET—Comments**
 Gossip and guest interviews.
- 5 HERBIE MINTZ SHOW—Music**
- 11:00 **2 "GI WAR BRIDES"**
 MOVIE—A girl trades places with a wife no longer in love with her husband on a ship carrying English war brides to the United States. Anna Lee, Harry Davenport.
- 4 CITY DETECTIVE—Drama**
- 5 BOWLING—Sports**
 Games described by Joe Wilson.
- 7 ULMER TURNER—News**
"FLYING FISTS"
25 MOVIE—Heavyweight champ quits ring because his girl hates fighters, but is forced to return when the girl's father becomes desperately in need of money. Herman Brix and Jeanne Martel.
- 11:10 **7 TOM DUGGAN—Comments**
 Gossip and interviews.
- 11:30 **4 PLAYHOUSE—Drama**
9 LES NICHOLS—News
- 11:45 **9 WEATHER NEWS**
- 12:00 **2 "RACING ROMANCE"**
 MOVIE—A young proprietor of a gasoline station antagonizes his fiancée when he buys a race horse, and has the young lady who raised it continue to train it. Bruce Seton and Marjorie Taylor.
- 4 TOM MERCEIN—News**
5 FACES IN THE WINDOW
 Ken Nordine narrates "The Sermon," from Moby Dick, by Herman Melville.
- 7 "NIGHT FOR CRIME"**
 MOVIE—A beautiful screen star is strangled during a Hollywood blackout. Glenda Farrell, Lyle Talbot and Erskine Johnson.
- 12:05 **4 WRESTLING—Film**

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Wednesday


 MOORE
12:30 P.M. 2 [25]

NOV 18

MORNING

- 6:45 5 **EVERETT MITCHELL**—Talks
7:00 5 **TODAY**—Reports & Interviews
8:00 2 **RAY RAYNER**—Comments
News, music and weather.
- 8:45 2 **JOHN HARRINGTON**—News
[25] **WINSTON BURDETT**—News
- 8:55 2 **JIM CONWAY**—News
Stories behind the headlines.
- 9:00 2 [25] **GODFREY AND FRIENDS**
Marion Marlowe, Frank Parker,
Janette Davis, the Mariners, Tony
Marvin and Lu Ann Simms.
Robert Q. Lewis subs for Arthur.
- 5 [4] **DING DONG SCHOOL**
Nursery with Dr. Frances Horwich.
- 7 **PIED PIPER SHOW**—Kids
Art Hern with stories and cartoons.
- 9 **PAUL FOGARTY**—Exercises
Cops and Robbers Workout.
- 9:30 5 [4] **GLAMOUR GIRL**—Contest
Jack McCoy emcees contest.
- 7 **CHILDCRAFT SCHOOL**
Mrs. Emma Sheehy conducts.
- 9 **TIME FOR STORIES**
Tina Redmond reads to youngsters.
- 10:00 5 [4] **HAWKINS FALLS**—Serial
The young bank robber finds that
the money has bought a lot more
than he expected.
- 7 **BEULAH KARNEY PRESENTS**
Thanksgiving menu.
- 9 **A TO Z OF COOKERY**—Tips
"Bargain Day."
- 10:15 [4] **GORDON THOMAS**—Interviews
- 5 **THE BENNETTS**—Serial
Wayne Bennett must choose be-
tween helping his closest friend
and helping the city.
- 10:30 2 [25] **STRIKE IT RICH**—Quiz
Warren Hull emcees quiz game.
- 5 **THREE STEPS TO HEAVEN**
A small town girl lives in N. Y.
(Phyllis Hill, who plays Poco,
models a wool jersey on page 20).
- 7 **ED ALLEN**—Exercises
Twenty minutes a day will keep
the pounds away.
- 10:45 5 **FOLLOW YOUR HEART**—Serial
- 10:50 7 **WAYNE GRIFFIN**—Weather
- 10:55 7 **ULMER TURNER**—News
- 11:00 2 **VALIANT LADY**—Serial
Nancy Coleman in the title role.

- [4] **WHAT'S NEW IN KITCHENS**
Breta Griem and Nancy Vorpapel.
- 5 **FRANCOIS POPE**—Recipes
Mince Pie and Sonia's Thimble
Cookies are featured.
- 7 **BREAKFAST WITH O'NEIL**
- 9 **HAL BLOCK SHOW**
RELIGIOUS FILM
- [25] 11:15 2 [25] **LOVE OF LIFE**—Serial
Publisher Garrett has a scoop.
- 11:30 2 [25] **SEARCH FOR TOMORROW**
- 9 **EARL NIGHTINGALE**—Chats
Talks of everyday interest.
- 11:45 2 [25] **GUIDING LIGHT**—Serial
Kathy says good-bye to Mrs. Allen.
- [4] **NEWS**
- 11:55 7 **ULMER TURNER**—News
- 12:00 2 **LUNCHEON WITH BILLY**
Billy Leach's music-variety show.
- [4] **BOB HEISS**—Interviews
- 5 **NOONTIME COMICS**—Film
Johnny Coons entertains the kids.
- 7 **HAPPY PIRATES**—Kids' Fun
Songs by Dick "Two Ton" Baker.
- 9 **HI LADIES**—Jack Payne
Jackie Van and Mike Douglas.
- [25] **KIDS' KARNIVAL**—Fun
Clowns entertain the kids.
- 12:25 2 **LEE PHILLIP SHOW**—Tips
Fashion news and shopping hints.
- 12:30 2 [25] **GARRY MOORE SHOW**
- 5 **ANIMAL PLAYTIME**—Kids' Fu..
Win Stracke and his guitar.
- 7 **TIME FOR FUN**—Nicky Francis
Nicky and Bobo, the woolly dog.
- 12:45 9 **MAGIC CARPET**—Kids
"La Paz."
- 12:55 [4] **BILL CARLSEN**—Weather
- 7 **ULMER TURNER**—News
- 1:00 2 [25] **DOUBLE OR NOTHING**
Bert Parks emcees quiz game.
- [4] **BEHIND THE SCREENS**
A look at television "backstage."
- 5 **BOB & KAY SHOW**—Chats
- 7 **RUTH CROWLEY**—Baby Care
Guest: Joseph Greengard, attend-
ing pediatrician at Michael Reese
Hospital, discusses "Handicaps."
- 9 **WATCH TO WIN**—Quiz
Don Gordon and the Starnoters.
- 1:15 7 **STUART BRENT**—Discussion
- 1:30 2 **LINKLETTER'S HOUSEPARTY**
- [4] **BEULAH DONOHUE**—Women
- 7 **THE DOWDS**—Discussion
Betty and Don Dowd.
- 9 **ADVENTURE IN LEARNING**



CROWLEY
1 P.M. 7



DIXON
2 P.M. 9

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NOV 18

- 1:45 ²⁵ **NEWS AND TEST PATTERN**
²⁵ **LINKLETTER'S HOUSEPARTY**
- 2:00 **2** ²⁵ **BIG PAYOFF—Quiz**
 Randy Merriman and Bess Myerson.
- 5** ⁴ **KATE SMITH SHOW**
 The Showtimers are appearing.
 The company joins in a song production.
- 7** **CLAUDE KIRCHNER SHOW**
 Guests, comments and interviews.
- 9** **PAUL DIXON SHOW—Musical**
 Musical pantomimes.
- 2:30 **2** ²⁵ **BOB CROSBY SHOW**
 Everyone sings a "Harry Warren Medley." Bob croons "Your Cheat-in' Heart," then Bob and Joan duet on "P. S. I Love You." Joan offers "Laughing on the Outside." The Modernaires sing "South Rampart Street Parade."
- 7** **PAUL HARVEY—News**
- 2:45 **7** **MIQUE COLLIS SHOW—Tips**
 Fashion news and shopping hints.
- 3:00 **2** **PETTICOAT PARTY—Games**
 Frazer Thomas is emcee. (Guests are invited to the Garrick Theater. No tickets necessary.)
- 5** ⁴ **WELCOME TRAVELERS**
 Tommy Bartlett interviews Chicago visitors. (Guests invited. Write to Guest Relations, WNBQ, Chicago.)
- 7** **TURN TO A FRIEND—Contest**
 Dennis James is emcee.
- 9** **COMMERCIAL—Film**
- ²⁵ **TRUDY BEILFUSS—Foods**
- 3:05 **9** **MOVIE QUICK QUIZ—Game**
 Dick "Two Ton" Baker emcees.
- 3:30 **2** **SHOPPING WITH MISS LEE**
 Tips from Lee Phillip.
- 5** ⁴ **ON YOUR ACCOUNT**
 Win Elliot conducts interviews.
- 7** **ERN WESTMORE SHOW**
 Ern, his wife and Dick Hyde.
- 9** **THE BIG ISSUE—Film**
 Films of the United States Army.
- ²⁵ **U.N. GENERAL ASSEMBLY**
- 3:45 **2** **U.N. GENERAL ASSEMBLY**
 Korean peace talks.
- 4:00 **2** **"CALLED BACK"**
 MOVIE—A wealthy young blind Englishman and a girl suffering from amnesia become entangled in a murder mystery. Dorothy Boyd.

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WNBQ channel 5



WED

NOV 18



HAYES
4:15 P.M. 5



HOWDY
4:30 P.M. 5 [4]



RUSSELL
5:15 P.M. 7



ATCHER
5:30 P.M. 7



HODGE
6 P.M. 9

- [4] **YOUR LIBRARY STORY**—Tale
Stories for children.
- 5 **ATOM SQUAD**—Adventures
Serial shown in part.
- 7 **ULMER TURNER**—News
- 9 **"COME ON COWBOYS"**
MOVIE—Three men help clear an
innocent man in a counterfeit
racket by finding the real counter-
feiter for the sheriff. Bob Living-
ston, Ray Corrigan and Max Ter-
hune.
- [25] **ARMCHAIR ADVENTURE**
- 4:05 7 **"RETURN OF THE RANGERS"**
MOVIE—Western adventure with
James Newell and Dave O'Brien.
- 4:15 [4] **PLATO THE PARROT**—Kids
Cartoons by Sid Stone.
- 5 **GABBY HAYES SHOW**—Tales
Western serial shown in part.
- [25] **CHOOSE UP SIDES**

- 4:30 5 [4] **HOWDY DOODY**—Puppets
Bob Smith emcees.
- [25] **REC ROOM**—Ted Clark
Teenagers dance to records.
- 4:45 9 **CINNAMON BEAR**—For Kids
All about Paddy O'Cinnamon.
- 4:55 7 **COMMERCIAL**—Film
- 5:00 2 **GARFIELD GOOSE & FRIEND**
Garfield and Frazer Thomas.
- [4] **FOREMAN TOM**—Western
Tall stories and films.
- 5 **ELMER, THE ELEPHANT**—Fun
John Conrad entertains.
- 7 **ANGEL CASEY**—Film
Short movies and cartoons.
- 9 **JUNIOR EDITION**—News
Steve Fentress with teen-age news.
- [25] **"BREED OF THE WEST"**
MOVIE—Western adventure with
Wally Wales and Buzz Barton.
- 5:15 7 **ROOTIE KAZOOTIE**—Puppets
Emcee Todd Russell.
- 9 **JUNIOR CROSSROADS**
Educational subjects.
- 5:30 2 **GENE AUTRY TIME**—Film
Western adventure stories.
- [4] **LLOYD PETTIT**—Sports Picture
- 5 **KIDS' KARNIVAL KWIZ**—Fun
Art Hern as Natco, the clown.
- 7 **BOB ATCHER**—Serial Film
"Fighting Vigilantes." Part 2. "Fri-
day, Oct. 13, 1950, was just
about the luckiest day I ever
had," says Bob. Read why on
page A-2.
- 9 **ROBERT F. HURLEIGH**—News
- 5:45 [4] **PAUL SKINNER**—News
- 9 **CURBSTONE CUT UP**—Chats
Ernie Simon conducts interviews.
- 5:50 5 **JACK ANGELL**—News
- 5:55 [4] **BILL CARLSEN**—Weather
- 6:00 2 **BOB ELSON**—Sports
Events in the world of sports.
- [4] **BLUE ROOM**—Musical
- 5 **CLINT YOULE**—Weather
- 7 **AUSTIN KIPLINGER**—News
- 9 **CAPTAIN VIDEO**—Adventures
Al Hodge as the Captain.
- [25] **JOE KENNY**—Weather
- 6:05 5 **ALEX DREIER**—Features
Unusual events of interest.
- 7 **JACK DRES**—News
- [25] **LAN SINGER**—News
- 6:10 5 **JOE WILSON**—Sports

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WEDNESDAY

In the Nov. 20 issue, meet the girl Julius La Rosa loves, Dorothy McGuire . . . close-up on John Daly, one of TV's best-liked people . . . Ted Mack takes a second look at stars he's discovered . . . Ozzie and David Nelson, "Like Father, Like Son" . . . Part II of the Wrestling Series: The Lady Wrestlers . . . many more features and color pictures!



FISHER

CONWAY

6:30 P.M. 5

6:30 P.M. 7

NOV 18

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- 7 **WAYNE GRIFFIN—Sports**
Latest in sports news.
- 6:15 25 **HAL WALKER—Sports**
- 2 **JULIAN BENTLEY—News**
- 4 **BEL TRIO—Tunes**
- 5 **DORSEY CONNORS—Travel**
"A Visit To Cuba."
- 7 **JOHN DALY—News**
- 9 **NUMBER PLEASE—Quiz Game**
Jack Brickhouse conducts.
- 25 **TV TOPICS—Preview**
- 6:20 5 **TONY WEITZEL—Comments**
- 6:30 2 25 **DOUGLAS EDWARDS—News**
- 5 4 **EDDIE FISHER SHOW—Tunes**
Guest: Judy Lynn.
- 7 **MARK SABER—Mystery**
Tom Conway stars as Mark Saber.
- 9 **SPENCER ALLEN—News**
- 6:45 2 25 **PERRY COMO SHOW**
- 5 4 **JOHN C. SWAYZE—News**
- 7:00 2 25 **GODFREY AND FRIENDS**
Peter Lind Hayes and Mary Healy sub for Arthur tonight. Marion Marlowe, Frank Parker, Lu Ann Simms, Haleloke, Janet Davis. (Become acquainted with Dorothy McGuire—the girl LaRosa loves—in the next issue of TV GUIDE.)
- 5 4 **I MARRIED JOAN—Comedy**
Joan's meals are so good that someone filches them. Joan Davis and Jim Backus star.
- 7 **STU ERWIN—Comedy**
- 9 **COLONEL FLACK**
- 7:30 5 4 **MY LITTLE MARGIE**
"Chubby Little Margie." Margie suddenly gains a lot of weight when she learns that her father has picked a boy she doesn't know to take her out on a date. Gale Storm and Charles Farrell. Sponsored by Scott Paper Company.
- 7 **WHAT'S YOUR QUESTION?**
Art Youngquist answers queries.
- 9 **CHICAGO SYMPHONY**
Fritz Reiner conducts. Program: "Suite No. 2, B Minor, for strings and flute," "Petite Suite" and "Waltzes" by Tchaikovsky. Sponsored by Chicago Title and Trust Co.
- 8:00 2 25 **STRIKE IT RICH—Quiz**
Warren Hull emcees.



FOR
LAUGHING
OUT
LOUD

Don't Miss

"MY LITTLE MARGIE"

starring Gale Storm and Charles Farrell

Tonight at 7:30 PM

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SCOTT PAPER COMPANY



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NOV 18



SWAYZE
6:45 P.M. 5 [4]



DAVIS
7 P.M. 2 [25]



DAVIS
7 P.M. 5 [4]



FARRELL
7:30 P.M. 5 [4]



MORGAN
8:30 P.M. 2 [25]

- 5 [4] **KRAFT THEATRE—Drama**
"The Gate." A boy marries into a rich southern family, where the women rule the roost. Margaret Wycherley, Dortha Duckworth, Frank Wilson and Bertha Powell.
- 7 **LIFE OF RILEY—Comedy**
"Riley's Surprise Party." William Bendix and Marjorie Reynolds.
- 8:30 2 [25] **I'VE GOT A SECRET—Panel**
Emcee Garry Moore with panel: Faye Emerson, Bill Cullen, Jayne Meadows and Henry Morgan. Guest: Fred MacMurray.
- 7 **INVITATION PLAYHOUSE**
"Last Act."
- 9 **ON YOUR WAY—Quiz Game**
Bud Collyer emcees the fun.
- 8:45 7 **PAUL HARVEY—Discussion**
- 9:00 2 [4] [25] **BOXING—Los Angeles**
Dan Buccheroni vs. Freddie Beshore, heavyweights, 10 rounds.
JIMMY POWERS' RATING:
Rated W. L. D. KO's
Buccheroni 6 44 3 0 27
Beshore not 34 13 3 11
Buccheroni is being shown around the country in a build-up as a future opponent of champion Rocky Marciano. In his last start on October 14 at St. Louis, against Jimmy Slade, Buccheroni had a hard time winning over the lighter, weaving Slade. But against the heavier, slow-moving Beshore, Dan will look a bit like the boxer we watched from the Madison Square Garden Ring. Beshore has been knocked out by three heavyweight champions.

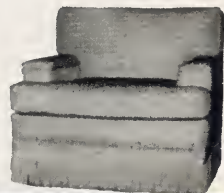
- 5 **THIS IS YOUR LIFE—Edwards**
Ralph Edwards presides.
- 7 **KENT THEATER—Drama**
- 9 **TIMES SQUARE PLAYHOUSE**
"Desert Honeymoon."
- 9:30 5 **TV PLAYHOUSE—Drama**
"Serenade to an Empty House." The story of a suicide who named a long-time enemy as his murderer. Robert Douglas, John Alderson.
- 7 **LIFE WITH ELIZABETH—Skits**
Situation comedy, with flashbacks in the lives of a young married couple. Betty White, Del Moore.
- 9 **LIBERACE SHOW—Musical**
Songs and piano arrangements.
- 9:45 2 [25] **MEL ALLEN—Sports**
MILWAUKEE NEWSREEL
News events on film.
- 10:00 2 [4] **FAHEY FLYNN—News**
ADVENTURES IN SPORTS
Sports thrills on film.
- 5 **CLINT YOULE—Weather**
- 7 **"SARUMBA"**
MOVIE—Starring Michael Whelan.
- 9 **"STEPCHILD"**
MOVIE—A woman who is divorced is torn between her children and her career. Brenda Joyce, Donald Woods.
- [25] **HAL WALKER—Sports**
- 10:05 [25] **DR. A. A. SUPPAN—News**
- 10:10 2 **LEE PHILLIP—Weather**
- 5 **DORSEY CONNORS—Tips**
"Handy Hand Hints."
- [25] **JOE KENNY—Weather**
- 10:15 2 **JOHN HARRINGTON—Sports**
- [4] **NEWS**

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EDWARDS
9 P.M. 5

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9 P.M. 7

W
E
D

NOV 18

5 **JACK ANGELL—News**
Up to the minute news events.

25 RELIGIOUS FILM

10:25 2 **ART MERCIER—Sports Tips**

4 **BILL CARLSEN—Weather**
Temperatures and predictions.

10:30 2 **JOHN HARRINGTON—News**

4 **PRO FOOTBALL HIGHLIGHTS**

5 **NORMAN BARRY—Sports**
Late sports information.

25 FOOTBALL HILITES—Film

10:45 2 **IRV KUPCINET—Comments**
Gossip and interviews.

5 **HERBIE MINTZ—Music**

11:00 2 **"BUSHWACKERS"**

MOVIE—Lawlessness invades the west in post-Civil War Days. Lawrence Tierney, John Ireland.

4 **DRAGNET—Police Drama**

Friday (Jack Webb) and Smith speed to the scene of a shooting, only to have the victim die before medical aid can reach him.

5 **"FATAL HOUR"**

MOVIE — An Oriental detective smashes ring of smugglers. Boris Karloff, Grant Withers and Marjorie Reynolds.

7 **ULMER TURNER—News**

25 "DOCTOR'S ORDERS"

MOVIE—A quack doctor dedicated his life to making enough money to send his son to medical school, then finds his profession stands in the way of his son's happiness.

11:10 7 **TOM DUGGAN—Comments**
Gossip, chatter and interviews.

11:30 4 **TOM MERCEIN SHOW**
Musical films and comments.

9 **LES NICHOLS—News**

12:00 2 **MOVIE—Title Not Available**

4 **TOM MERCEIN—News**

7 **"THE PAYOFF"**

MOVIE—Special prosecutor, about to prepare evidence against the city's biggest racketeer, is killed suddenly. Lee Tracy, Tom Brown.

12:05 4 **"LAWLS OF STAMPEDE PASS"**

MOVIE—Western adventure.

1:30 7 **ULMER TURNER—News**
Sponsored by Foster TV.



In his final week at the Empire Room, George Gobel concludes a record-breaking run as the star of "What's My Act?" musical comedy revue that racks up a smash 16 week engagement. The easy-going comedian has been telling his rambling stories to capacity audiences every night. —Adv.



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LEACH
NOON 2

Thursday

NOV 19

MORNING

- 6:45 **5 EVERETT MITCHELL—Talks**
Discussion for farmers.
- 7:00 **5 TODAY—Reports & Interviews**
- 8:00 **2 RAY RAYNER—Comments**
News, weather and music.
- 8:45 **2 JOHN HARRINGTON—News**
- 8:55 **[25] NEWS AND TEST PATTERN**
- 2 JIM CONWAY—News**
Stories behind the headlines.
- 9:00 **2 [25] GODFREY AND FRIENDS**
Marion Marlowe, Frank Parker, Janette Davis, the Mariners, Tony Marvin and Lu Ann Simms. Robert Q. Lewis subs for Arthur.
- 5 [4] DING DONG SCHOOL**
Nursery with Dr. Frances Horwich.
- 7 PIED PIPER SHOW—Kids**
Art Fern narrates stories.
- 9 PAUL FOGARTY—Exercises**
Are you sitting on the evidence of too many potatoes?
- 9:30 **5 [4] GLAMOUR GIRL—Contest**
Jack McCoy emcees contest.
- 7 CHILDCRAFT SCHOOL**
Mrs. Emma Sheehy conducts.
- 9 TIME FOR STORIES**
Tina Redmond reads to youngsters.
- 10:00 **5 [4] HAWKINS FALLS—Serial**
The young bank robber finds that the money has bought a lot more than he expected.
- 7 BEULAH KARNEY PRESENTS**
How to bake dark Fruit Cake.
- 9 A TO Z OF COOKERY—Tips**
"Into Golden West," Marion A. McKinney, Union Pacific RR.
- 10:15 **[4] GORDON THOMAS—Variety**
- 5 THE BENNETTS—Serial**
Wayne Bennett must choose between helping his closest friend and helping the city.
- 10:30 **2 [25] STRIKE IT RICH—Quiz**
Warren Hull emcees.
- 5 THREE STEPS TO HEAVEN**
Small town girl's life in N. Y.
- 7 ED ALLEN—Exercises**
You can feel beautiful.
- 10:45 **5 FOLLOW YOUR HEART—Serial**
Sallie Brophy, Nancy Sheridan.
- 10:50 **7 WAYNE GRIFFIN—Weather**
- 10:55 **7 ULMER TURNER—News**
- 11:00 **2 VALIANT LADY—Serial**
Nancy Coleman in the title role.
- [4] WHAT'S NEW IN KITCHENS**
- 5 FRANCOIS POPE—Recipes**
"Neopolitan Style Roasted Leg of Veal."

- 7 BREAKFAST WITH O'NEIL**
Music, games and interviews.
- 9 HAL BLOCK SHOW**
- [25] NEWS AND TEST PATTERN**
- 11:15 **2 [25] LOVE OF LIFE—Serial**
Meg and her boss are startled by a gambler's revelation.
- 11:30 **2 [25] SEARCH FOR TOMORROW**
- 9 EARL NIGHTINGALE—Chats**
Talks of everyday interest.
- 11:45 **2 [25] GUIDING LIGHT—Serial**
Mrs. Allen urges Dick's mother to be nice to Kathy.
- [4] NEWS**
- 11:55 **7 ULMER TURNER—News**
- 12:00 **2 LUNCHEON WITH BILLY**
Bill Leach's music-variety show.
- [4] BOB HEISS—Interviews**
Music and guests.
- 5 NOONTIME COMICS—Film**
Johnny Coons entertains the kids.
- 7 HAPPY PIRATES—Kids' Fun.**
Dick "Two Ton" Baker, emcee.
- 9 HI LADIES—Jack Payne**
Jack Payne emcees.
- [25] KIDS' KARNIVAL—Fun**
Serials for the kids.
- 12:25 **2 LEE PHILLIP SHOW—Hints**
Fashion news and shopping hints.
- 12:30 **2 [25] GARRY MOORE SHOW**
- 5 ANIMAL PLAYTIME—Kids' Fun**
Win Stracke amuses the youngsters.
- 7 TIME FOR FUN—Kids' Show**
Nick Francis and Bobo cut capers.
- 12:45 **9 JUNIOR CROSSROADS**
Educational subjects.
- 12:55 **[4] BILL CARLSEN—Weather**
- 7 ULMER TURNER—News**
- 1:00 **2 [25] I'LL BUY THAT—Panel**
Mike Wallace emcees.
- [4] BEHIND THE SCREENS**
A look at television "backstage."
- 5 BOB & KAY SHOW—Chats**
Bob Murphy and Kay Westfall.
- 7 RUTH CROWLEY—Baby Care**
Problems of the child between 5 and 6.
- 9 WATCH TO WIN—Quiz**
Don Gordon and the Starnoters.
- 1:15 **7 STUART BRENT—Discussion**
Advice and information for women.
- 1:30 **2 LINKLETTER'S HOUSEPARTY**
Game—"What's In The House."
- [4] BEULAH DONOHUE—Women**
- 7 THE DOWDS—Discussion**
Betty and Don Dowd.
- 9 ADVENTURE IN LEARNING**
- [25] NEWS AND TEST PATTERN**



NOV
19

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WESTFALL
1 P.M. 5

LINKLETTER
1:30 P.M. 2

ANGELL
5:50 P.M. 5

KIPLINGER
6 P.M. 7

DREES
6:05 P.M. 7

- 1:45 ²⁵ **LINKLETTER'S HOUSEPARTY**
- 2:00 ² ²⁵ **BIG PAYOFF-Quiz For Men**
Randy Merriman and Bess Myerson.
- 5 ⁴ **KATE SMITH SHOW**
(1) An operatic vignette. (2) Kate and the Three Suns. (3) "The World of Mr. Sweeney," starring Charlie Ruggles.
- 7 **CLAUDE KIRCHNER SHOW**
Show directed to the women.
- 9 **PAUL DIXON SHOW—Music**
Musical pantomimes.
- 2:30 ² ²⁵ **BOB CROSBY SHOW**
Tunes: "That's Amore," "Secret Love," "Wishing Will Make It So," and "I See The Moon."
- 2:45 ⁷ **MIQUE COLLIS SHOW—Tip**
Fashion news and shopping hints.
- 3:00 ² **PETTICOAT PARTY—Games**
Frazer Thomas is emcee. (Guests are invited to the Garrick Theater. No tickets necessary.)
- 5 ⁴ **WELCOME TRAVELERS**
Tommy Bartlett interviews visitors. (Guests invited. Write to Guest Relations, WNBQ, Chicago.)
- 7 **TURN TO A FRIEND—Contest**
Dennis James is emcee.
- 9 **REVERIA SHOW**
- ²⁵ **TRUDY BEILFUSS—Foods**
- 3:15 ⁹ **MOVIE QUICK QUIZ—Game**
"Dick "Two Ton" Baker emcees.
- 3:30 ² **SHOPPING WITH MISS LEE**
Lee Phillip gives tips.
- 5 ⁴ **ON YOUR ACCOUNT**
Win Elliot interviews people.
- 7 **ERN WESTMORE SHOW**
Ern, Betty and singer Dick Hyde.
- 9 **GUIDE RIGHT—Film**
- ²⁵ **U.N. GENERAL ASSEMBLY**
- 3:45 ² **U.N. GENERAL ASSEMBLY**
Ratification of Korean Armistice.
- 4:00 ² **"SWING IT PROFESSOR"**
MOVIE—A professor of music resigns from a small college because his pupils want swing music. Pinky Tomlin.
- ⁴ **GRETCHEN COLNIK—Hints**
Recipes and ideas.
- 5 **ATOM SQUAD—Adventures**
- 7 **ULMER TURNER—News**
- 9 **"UNDER TEXAS SKIES"**
MOVIE—A son returns home after a long absence to find his sheriff-father dead at the hands of an assassin. Robert Livingston and Bob Steele.

- 4:05 ²⁵ **CHOOSE UP SIDES**
- ⁷ **"FUZZY SETTLES DOWN"**
MOVIE—Western adventure.
- 4:15 ⁴ **LITTLE AMATEURS—Talent**
Art Whitfield is emcee.
- 5 **GABBY HAYES SHOW—Tales**
Western serial shown in part.
- 4:30 ⁵ ⁴ **HOWDY DOODY—Puppets**
- ²⁵ **REC ROOM—Ted Clark**
Teen-agers dance to records.
- 4:45 ⁹ **CINNAMON BEAR—For Kids**
The adventures of Paddy and his friends, Judy and Jimmy.
- 5:00 ² **GARFIELD GOOSE & FRIEND**
Laughs galore with "King" Gander.
- ⁴ **FOREMAN TOM—Western**
Tall tales and film stories.
- 5 **ELMER, THE ELEPHANT—Kids**
John Conrad entertains.
- 7 **ANGEL CASEY—Film**
Short movies and cartoons.
- 9 **TALENT TOTS—Contest**
Connie Baxter and the Starnoters.
- ²⁵ **"CODE OF HONOR"**
MOVIE—Western adventure.
- 5:30 ² **GENE AUTRY TIME—Film**
Western adventure stories.
- ⁴ **LLOYD PETTIT—Sports**
- 5 **KIDS' KARNIVAL KWIZ—Fun**
Art Hern as Natco the Clown.
- 7 **BOB ATCHER—Serial Film**
"Fighting Vigilantes." Part 3. "Friday, Oct. 13, 1950, was just about the luckiest day I ever had," says Bob. Read why on page A-2.
- 9 **ROBERT F. HURLEIGH—News**
- 5:45 ⁴ **PAUL SKINNER—News**
- 9 **CURBSTONE CUT UP—Chats**
Ernie Simon conducts interviews.
- 5:50 ⁵ **JACK ANGELL—News**
- 5:55 ⁴ **BILL CARLSEN—Weather**
- 6:00 ² **BOB ELSON—Sports**
- ⁴ **BLUE ROOM—Musical**
Maurice Kipen directs ensemble.
- 5 **CLINT YOULE—Weather**
- 7 **AUSTIN KIPLINGER—News**
- 9 **CAPTAIN VIDEO—Adventures**
- ²⁵ **JOE KENNY—Weather**
- 6:05 ⁵ **ALEX DRIER—Features**
- 7 **JACK DREES—News**
News around the world.
- ²⁵ **LAN SINGER—News**
- 6:10 ⁵ **JOE WILSON—Sports**
- 7 **WAYNE GRIFFIN—Sports**
Late news from the sports world.
- ²⁵ **HAL WALKER—Sports**
- 6:15 ² **JULIAN BENTLEY—News**

THU

NOV 19



BENTLEY
6:15 P.M. 2



CONNORS
6:15 P.M. 5



FROMAN
6:45 P.M. 2 ²⁵



MILLAND
7 P.M. 2



POWELL
7:30 P.M. 2 ²⁵

- ⁴ **TOMMY SHERIDAN—Musical**
Tunes by Tommy Sheridan Trio.
- 5 DORSEY CONNORS—Travel**
A visit to Madrid, Spain.
- 7 JOHN DALY—News**
- 9 NUMBER PLEASE—Quiz Game**
Jack Brickhouse conducts.
- ²⁵ **TV TOPICS—Preview**
- 6:20 5 TONY WEITZEL—Comments**
- 6:30 2 ²⁵ DOUGLAS EDWARDS—News**
News around the world.
- 5 ⁴ DINAH SHORE SHOW**
- 7 LONE RANGER—Western**
"Trial by Fire."
- 9 SPENCER ALLEN—News**
- 6:45 2 ²⁵ JANE FROMAN SHOW**
- 5 ⁴ JOHN C. SWAYZE—News**
- 7:00 2 MEET MR. McNUTLEY—Comedy**
Incorrigible Ray Milland gets dates for his colleague Miss Harrison with his extroverted buddy.
- 5 ⁴ GROUCHO MARX—Quiz**
Groucho trades barbs with contestants in "You Bet Your Life."
- 7 QUICK AS A FLASH—Quiz**
Bud Collyer emcees quiz game.
- 9 THROUGH THE CAMERA EYE**
- ²⁵ **PAN AMERICAN SHOW TIME**
- 7:30 2 ²⁵ FOUR STAR PLAYHOUSE**
Dick Powell stars in "The Hard Way." A gang leader wins an enormous sum of money, but Willie Dante, operator of a gambling house, learns that the teller has paid him off in counterfeit bills. Jack Elam, Lennie Bremen and Regis Toomey also featured.
- ⁴ **TRIANGLE THEATER—Drama**
"Gallagher."
- 5 TREASURY MEN IN ACTION**
"The Case of the Double Deal." From the files of the Alcohol Tax Bureau: Two former bootleggers pose as Treasury Dept. agents, and confiscate illicit liquor.
- 7 RAY BOLGER SHOW—Comedy**
Ray's brother Jonathan discovers that Ray's room contains drawersful of unopened mail. Allyn Joslyn as Jonathan. (A critique of this show is found on page 22).
- 9 "RETURN OF WILDFIRE"**
MOVIE—A cowboy saves two sisters from being swindled by a dishonest horse trader. Richard Arlen, Patricia Morison and Mary Beth Hughes.

- 8:00 2 ²⁵ VIDEO THEATER—Drama**
"The Moment of the Rose." An honest and proud gentleman jeopardizes his reputation to fulfill the lifelong wish of his motherless little daughter. Claude Dauphin and Patricia Morison.
- ⁴ **OZZIE AND HARRIET—Comedy**
Situation comedy with Ozzie, Harriett, David and Ricky Nelson.
- 5 DRAGNET—Police Drama**
A series of robberies by expert hijackers looks at first like a pretty hopeless case to Friday and Smith.
- 7 BACK THAT FACT—Quiz**
Joey Adams emcees comedy quiz show. Doubletalk expert Al Kelly and Hope Lang are featured. An off-stage voice challenges audience members.
- 8:30 2 BIG TOWN—Drama**
Steve suspects that a notorious con man is trying to raise money for a home for the aged. Pat McVey as Steve Wilson.
- 5 ⁴ FORD THEATER—Drama**
"As the Flame Dies." A woman doctor discovers that she has only a short time to live. Barry Sullivan, Sylvia Sidney, Richard Webb.
- 7 KRAFT THEATRE—Drama**
"The Apple Tree." A sensitive young man has a brief romance with a country girl. Lois Smith, Patricia Smith and Tom Martin.
- 9 SPOTLIGHT PLAYHOUSE**
"Death of a Smart Aleck." How a man's failure as a person keeps his family together. Arthur Space.
- ²⁵ **PLAYHOUSE—Drama**
"House Nobody Wanted." Newlyweds are filled with terror when they learn their dream house has been the scene of a murder. Marilyn Erskine, Craig Stevens.
- 9:00 2 PLAYHOUSE—Drama**
"Beautiful World." A man intent on committing suicide hires a killer to do the job for him. Soon after he has made this pact, he meets and falls in love with a beautiful girl.
- 5 ⁴ MARTIN KANE—Drama**
A missing wedding present brings Martin Kane (Mark Stevens) to the scene.

Who? What? Where?

"ASK THE MAN"



**AUSTIN
KIPLINGER**



**JACK
DREES**

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A complete and thorough analysis of the top sporting events of the day as viewed by an expert.



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CALLAGHAN**

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THURSDAY

10:00 p.m.

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ABC TELEVISION NETWORK

THU
NOV 19



FLYNN
10 P.M. 2



YOULE
10 P.M. 5



KUPCINET
10:45 P.M. 2



MINTZ
10:45 P.M. 5



LANSON
11 P.M. 4

- 9 **PRO FOOTBALL HIGHLIGHTS**
 25 Program Not Available
- 9:30 2 25 **PLACE THE FACE—Quiz**
 Jack Smith emcees the fun. Guest: Louis Calhern, who stars in the title role of the film "Julius Caesar."
- 5 4 **FOREIGN INTRIGUE**
 "General Staff." James Daly assists an attempt to capture a Nazi war criminal.
- 7 **JEWELERS' SHOWCASE**
- 9 **BOSTON BLACKIE—Drama**
 Kent Taylor as Blackie.
- 10:00 2 **FAHEY FLYNN—News**
 4 **BIG PLAYBACK—Bill Stern**
 5 **CLINT YOULE—Weather**
 7 **ASK THE MAN—Discussion**
 Austin Kiplinger, Jack Drees, Jack Callaghan and Dan McMaster interview guests in sports, news and music.
Sponsored by Packard Dealers of Metropolitan Chicago.
- 9 **"CRIMSON KEY"**
 MOVIE — A private detective, hired by a jealous wife to watch her husband, tricks a dipsomaniac into confessing three murders. Kent Taylor and Doris Dowling.
- 25 **HAL WALKER—Sports**
- 10:05 25 **DR. A. A. SUPPAN—News**
- 10:10 2 **LEE PHILLIP—Weather**
 5 **DORSEY CONNORS—Ideas**
 "Make your own dressing table."
- 25 **JOE KENNY—Weather**
- 10:15 2 **JOHN HARRINGTON—Sports**
 Latest in sports news.
- 4 **NEWS**

- 5 **JACK ANGELL—News**
 Late news information.
- 25 **FOOTBALL THIS WEEK—Film**
 Norman Sper is host.
- 10:25 2 **ART MERCIER—Sports Tips**
 4 **BILL CARLSEN—Weather**
 Temperatures and forecasts.
- 10:30 2 **JOHN HARRINGTON—News**
 4 **MEET MR. McNUTLEY—Comedy**
 Ray Milland stars.
- 5 **NORMAN BARRY—Sports**
 7 **WEDGEWOOD THEATER**
 "Souvenir From Singapore."
- 25 **BOUT OF THE WEEK—Film**
- 10:45 2 **IRV KUPCINET—Comments**
 5 **HERBIE MINTZ—Musical**
 Melodies, old and new.
- 11:00 2 **MOVIE—Title Not Available**
 4 **YOUR HIT PARADE—Music**
 Top tunes by Dorothy Collins, Snooky Lanson, Raymond Scott.
- 5 **MOVIE—Title Not Available**
 7 **ULMER TURNER—News**
 9 **"THE GAUNT STRANGER"**
 MOVIE—Scotland Yard is alerted when a supposedly dead criminal announces that he will kill again. Alexander Knox and Patricia Roc.
- 11:10 7 **TOM DUGGAN—Comments**
 Gossip and interviews.
- 11:30 4 **CAPTURED—Film Drama**
 25 **"CRIME ON THE HILL"**
 MOVIE—Suspense drama in which several heirs to a large fortune are murdered one by one. Sir Nigel Playfair, Judy Kelly.
- 12:00 2 **"SHOT IN THE DARK"**
 MOVIE—An invalid who lives in mortal terror of being murdered is killed one night during a storm and four people have reason to believe it is through their actions. Dorothy Boyd and Bill Clarence.
- 4 **NEWS**
- 7 **"SECRETS OF A COED"**
 MOVIE—A noted criminal lawyer who is the secret boss of a ring of gamblers, admits the murder of his strong-arm man in order to save his daughter. Otto Kruger, Tina Thayer and Dick Winters.
- 12:05 4 **"BORDER PHANTOM"**
 MOVIE—Chinese picture which is smuggled across the border. Line. Bob Steele, Harley Wood.

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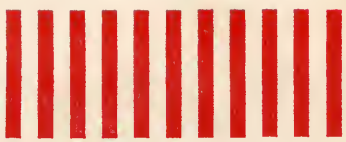
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TV GUIDE

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TV Teletype*



NEW YORK

Bob Stahl reports:

Call it curiosity or loyalty by viewers, but JULIUS LA ROSA's first appearance on Toast of the Town after his ouster from the ARTHUR GODFREY clan gave ED SULLIVAN's show its biggest boost in months. A special Trendex survey showed Toast with a 47.9 rating, compared to 11.1 for Comedy Hour (DONALD O'CONNOR), its chief competition. LA ROSA appears next on SULLIVAN's show Nov. 22 and 29.

* * *

DEAN MARTIN and JERRY LEWIS will do a Nationwide telethon Thanksgiving Day from 2 to 6 p.m. via ABC for their pet charity, the muscular dystrophy fund. The show will originate from Hollywood, and BING CROSBY, BOB HOPE and JACK BENNY are also slated to appear.

* * *

BETTY GRABLE, with hubby HARRY JAMES, making her TV debut Dec. 13 on Toast of the Town, when ED SULLIVAN will present the HERBERT and DOROTHY FIELDS story . . . There's been another important Catholic clergyman each week behind the scenes of BISHOP FULTON J. SHEEN's Life Is Worth Living. He's MSGR. AURELLIO SIGNORA, from the Vatican in Rome, here to study BISHOP SHEEN's program before starting a similar show in Italy.

* * *

WALTER WINCHELL treks to Hollywood for his annual visit within the next few weeks, and will originate his show from there . . . MARY MARTIN may make her first TV appearance since that Ford extravaganza last June in a special Christmas Day show on ABC. It's to be titled "This Is U.S.," with JOHN DALY as emcee.

* * *

HAL ROACH planning a new telefilm series on the Tugboat Annie stories, as well as one to be titled Public Defender . . . Rumors are making the rounds that EZIO PINZA is upset at being upstaged by his brood of eight kids on Bonino . . . DAGMAR, originally slated for the title role in a Tillie, the Toiler series, is now interested in doing a show based on the DOROTHY PARKER short story, "The Big Blonde."

* * *

EDWARD R. MURROW seeking to cross network lines with his Person to Person show (CBS) by lining up interviews with GROUCHO MARX, JIMMY DURANTE and EDDIE FISHER, NBC stars . . . PAUL du PONT, Your Show of Shows costume designer, has created 16 suits for J. FRED MUGGS.

* * *

Du Mont, following its ambitious coverage of pro football games, has signed to telecast National Basketball League games on 14 consecutive Saturday afternoons, starting Dec. 12 . . . That suit worn by WALLY COX on Mr. Peepers, once the only one he owned, has been turned over to the NBC prop department for him to don only for the show. NBC is afraid he'll wear it out.

*Trade-mark registered by Teletype Corporation

HOLLYWOOD

Dan Jenkins reports:

ALAN LADD and WILLIAM HOLDEN may very well make the break into TV next year, each with a film series of his own . . . MARTHA RAYE headlines Sunday's Comedy Hour, with MILTON BERLE as her guest . . . Next on the Desilu Productions agenda is Those Whiting Girls, starring MARGARET and BARBARA WHITING and to be written by BOB CARROLL, JR., and MADELYN PUGH, the Lucy writers. Pilot film is planned for December . . . ABC-TV is romancing both BETTY HUTTON and NANETTE FABRAY with shows of their own.

* * *

FREDDIE BARTHOLOMEW, who apparently has grown up, has been cast as P. G. Wodehouse's "Jeeves" in an upcoming Wodehouse film series . . . NBC planning an hour-long Thanksgiving show in cooperation with Columbia Pictures and to star JOSE FERRER, FRED MacMURRAY, HUMPHREY BOGART, VAN JOHNSON, RITA HAYWORTH and JUDY HOLLIDAY. They'll appear in person as well as in film clips from their new pictures.

* * *

RED SKELTON will make a feature picture, The Great Wilbur-spoon, for HOWARD HUGHES next year . . . Both DENNIS DAY and JACK WEBB have filmed their Christmas week shows in color . . . Signs of the times: In mid-October there were 16 movies being produced in Hollywood, compared with 40 TV films. And Warner Brothers doesn't have a single male star under exclusive contract. . . . The Revlon Mirror Theater film series gets the ax on completion of the first 13 . . . ARLENE DAHL is bowing out of the Pepsi-Cola Theater films after all the hoopla with which she bowed in.

* * *

TV versions of both Mr. District Attorney and Meet Corliss Archer are in the serious thinking stage at ZIV-TV programs, producers of Boston Blackie, The Cisco Kid, Favorite Story and I Led Three Lives. CBS tried Corliss on a live basis two years ago but it didn't come off. Its star then was LUGENE SANDERS, who is now playing Babs on Life of Riley.

* * *

PEGGY LEE follows up her recent ABBOTT & COSTELLO Comedy Hour guest stint with several more TV appearances out of N. Y. late this month . . . HAL MARCH, one of Hollywood's better young comedy actors, has wound up as a regular on My Friend Irma . . . Roland Reed Productions has started shooting its new Waterfront series, with PRESTON FOSTER and LOIS MORAN . . . Comic GEORGE GOBEL does a pilot film late this month for NBC.

* * *

. . . ALEEN LESLIE, who created Date With Judy, now has a new one, Martha Ellen. She wants KATHARINE HEPBURN for the title role . . . Dawn of America, hour-long film based on Columbus' voyage and made in Spain, being distributed free to all stations by Family Theater as a special Thanksgiving show.



'Uncle' Jimmy

He Has Been More Than A Comic To Two Generations

BACK in 1927 a relief pitcher named Grover Cleveland Alexander was hauled out of the St. Louis Cardinal bull pen during the last game of the World Series to face the Yankees' Tony Lazzeri with the bases full. Lazzeri was young and full of beans and just itching to put the ball out of the park. Alexander was old and gray. He struck Lazzeri out.

It may seem a far cry from baseball to TV comedians, but the parallel is there. Old pitchers and old comics both pitch with their heads. Neither has too much stamina, but while they're in there they're unbeatable.

Jimmy Durante is the classic example of the old comic still in there pitching with his head. A weekly schedule would kill him, but he's still good for the one-a-month route—and when he's in there, he's unbeatable.

Durante, at 60-plus, is best described as everybody's favorite old uncle. A shade too much on the pixie side to be the grandfather type, he is the fabled Uncle Jimmy who comes striding into the house maybe once a year and nobody is quite sure just what he does the rest of the time. But he remembers you at Christmas and on your birthday, and his annual visit is the highlight of the year.

Durante himself is childless. But he is a child in many ways, wonderfully wise beyond his years but somehow unable to cope with the everyday annoyances that constitute modern living and therefore prone to ignore them. He lives, actually, pretty much in a world of his own and is loath to venture out into that big, turbulent other world that is constantly swirling about him and occasionally suck-



Sophie and Jimmy: they prove that old troupers can still pitch with the best.

ing him into its vortex. When this happens he clenches his cigar between his teeth, plants his hat firmly on the back of his balding head and goes forth to do battle as a David against Goliath. He generally wins.

Fortunately for Jimmy's peace of mind, he is as loveable off stage as he is on, a factor which weighs heavily in what might be called the department of industrial relations. People with every right in the world to get mad at him simply can't do it. If Jimmy finds conditions "exasperatin'," it's nothing to what people find Jimmy. He is constitutionally incapable of appearing anywhere on time — yet when he comes plowing in one hour late, a worried frown on his face, he is forgiven.

"That traffic," he'll groan. "Moider. Them red lights. I thought I'd never make it." So did everybody else, but who can get mad at Jimmy Durante? Actually, they're delighted he got there at all, for he often doesn't. A pushover for anything anyone wants him to do, he says yes to 10 different

appointments in a single day and it is considered remarkable when he remembers two of them.

Remembering names is equally difficult to this gentle little soul who is so much a part of show business and yet at the same time quite removed from the general conception of a showman's life. He got a phone call one morning from someone who identified himself, Jimmy thought, as Joe McFall. "Just got into town," Joe said, "and would like to see you."

A Soft Touch

"Sure, sure, Joe," Jimmy said, trying to place the name. "Any time. Drop around this afternoon. Anything I can do for you, just let me know." The softest touch in all show business, Durante is constantly doing something for somebody and his old pal McFall, whoever he was, would be no exception. All his old pals are constantly broke and Durante is their walking Personal Loan Corp., the word "loan" being interpreted in its loosest possible sense.

Jimmy, however, was a little puzzled by McFall. He was sure it was a name he'd never heard before. So he checked, something he rarely bothers to do. Turned out he'd been talking to Joe McConnell, who at that time happened to be the president of NBC. Horrified at the thought of what he'd told McConnell on the phone, Durante called him back. "Joe," he said, the pixie in his voice spilling all over itself, "if there is anything you can do for me, I'll let you know."

Jimmy's home in Beverly Hills, an unpretentious one-story affair on one of the older streets, is the closest thing to a Club Durant that exists in real life. He lives alone with his housekeeper, Maggie, who has been with him eight years and who is by now completely impervious to his terrible "temper." Things never go right, in the Durante view, and his inherent capacity for righteous indignation, coupled with a vocabulary at once limited and enriched by a lack of formal education, leads to some truly magnificent outbursts. Maggie, being permanently on hand, is the chief target for these little disserta-

tions. She has long since learned they are wholly meaningless.

While he has a small army of friends, those closest to him are his longtime partner, Eddie Jackson; his accompanist, Julie Buffano, and a writer, Jackie Barnett. His wife, the former Jeanne Olsen, died in 1943. They had been married 27 years and her death was a blow from which Jimmy has never fully recovered.

Paradoxically, it was Jeanne's death which was partially responsible for the boom in his career over the past 10 years. An M-G-M stand-by, he had been slowly fading in popularity to the point where a younger generation had hardly heard of him. Despondent in Hollywood when Jeanne died, he headed for New York and halfheartedly accepted an offer from the Copacabana. The results were quite hectic. Durante was discovered all over again, the New York critics and columnists welcomed him back to the fold with much loud braying.

The boom hit its peak in 1950 when Durante did his first TV show for NBC. Suddenly confident that he had found what he had been looking for, Durante got together with Eddie Cantor and laid down a few new rules of the game. "We're a couple of old guys," they told the network, "and we'd like to do things the easy way

for a change. We want to do our shows from California. And we don't want to do any more than one a month." Thus was born the rotating comic principle, now the backbone of the *Colgate Comedy Hour*.

With the exception of young Donald O'Connor, Durante is the easiest hunk of talent to get along with the network has yet found. And O'Connor's edge lies only in his facility for learning his lines quickly. No longer a young man, Durante finds it tough to keep an entire show in his head and makes frequent use of a series of off-camera cards on which his lines are printed in large block letters.

The problem is further complicated by the fact that Jimmy's eyes aren't what they used to be, and that wonderfully quizzical expression on-camera is more often than not a case of Durante trying to figure out what has been written on the cards.

Santa's Busy Helper

Temperament is a word Durante doesn't understand and can't pronounce anyway. It simply is not in his make-up. He works earnestly at his trade, his slight build, wispy hair and furrowed brows giving the impression of one of Santa Claus' helpers banging away at the toys in an effort to beat the Christmas deadline.

More often than not, Jimmy has something on his mind when he's working, something that worries him out of all proportion to its worth. On his last show of the 1952-53 season, he was washing up in his dressing room when three NBC executives came in to see him.

They talked at length about their plans for Durante for the next year, but Jimmy seemed to be off in another world somewhere. Finally he strode to the door and hollered for Jackie Barnett. "Jackie!" he commanded, his graveled voice edged with concern. "Them two old guys out on the street. Did ya get the tickets for 'em? Are they gonna get to see the show?" He had and they would, and another weighty United Nations problem, Durante version, had been settled.

◀ Wholesome taste; he only pretends surprise when seen reaching for the milk.



Why They Say It Again and Again



An audience at the Schwerin research theater in New York is all set to write down its reactions to a commercial.

EVER wonder why a TV sponsor will keep a certain commercial on his show week after week, even though you and your friends agree that it's probably the most irritating thing you've ever seen?

The answer is fairly simple. TV sponsors have found that whether viewers like or dislike a particular commercial has little to do with whether they will go out to buy the advertised product. In getting across their sales pitches, sponsors are chiefly interested in getting viewers to remember the selling points. And if the best way to get viewers to buy is to

irritate them, then irritate them is the answer.

These are the conclusions based on years of pre-testing commercials for both radio and TV, of the Schwerin Research Corp., an outfit that specializes in testing new program ideas and new commercials with special test audiences. According to Horace S. Schwerin, president, "The advertiser's job is to get people to buy his products, not to determine whether they like or dislike his sales message." And as many viewers undoubtedly would attest, plenty of sponsors follow the Schwerin thinking.

Commercials Are Expensive

Because a TV commercial, even of the one-minute type, may cost up to \$5,000 to make, sponsors must be fairly certain, before it is put on the air, that it will sell merchandise. The importance of this is further demonstrated by estimates that some \$6,000,000 is spent yearly in New York alone for production of filmed TV ads.

A number of big-money advertisers have subscribed to the Schwerin pre-testing system. In addition, NBC recently arranged with Schwerin to make his pre-testing service available to sponsors of its shows.

Under that arrangement, an advertiser can have a commercial produced in "rough," inexpensive form at NBC's film studios in New York. These trial plugs have simple settings, a minimum of props and performers and no trick effects. The "roughs" are inserted in regular TV programs being tested at Schwerin's research theater in New York. The test audiences are then asked to recall the brand name of the product advertised and everything they remember having seen or heard about it. From the results obtained, the sponsor can make the necessary changes in his commercial before the expensive process of filming it.

Beauty Distracts Viewer

Have you ever wondered, for example, why you don't see more pretty girls in bathing suits on TV commercials? It's because the Schwerin tests have found that too much beauty may "clutter the results."

A refrigerator manufacturer once

tested a commercial in which a pretty scantily-dressed model stood before his product. Viewers naturally did not object to the commercial, but few of them could remember what the sponsor was trying to get across. According to Schwerin, viewers paid too much attention to the model. The attention-getting device worked so well that the advertiser's message was lost.

Schwerin's tests have proved that politeness can pay off in a TV commercial. Two commercials produced for a headache remedy illustrate this point. In one, the main character bumped into a stranger on the street and was extremely rude to him. In the second, he also ran into a stranger but apologized politely, explaining that his head ached so badly that he

hardly knew what he was doing. Because the main character in the second test was a nice guy toward whom the viewer could feel sympathetic, it was found to be 80% more effective than the first commercial.

To date, Schwerin has conducted about 1400 tests, each about two hours in length. And while it's difficult to generalize on the results, a number of points have been observed consistently enough to make them general practice for sponsors.

One point fairly well proved is that repetition helps the viewer remember the product. If you are fed up with the product claims pounded at you again and again don't worry about it. Perhaps your irritation is just what the sponsor wants.



Shopely girls in bathing suits ore always lovely—so lovely in fact that sponsors found they entice the viewer's eye ond mind owoy from their sales message.



Covering up the girl meons uncovering the sponsor's product to overege viewer. This is one of the facts of TV ods the Schwerin group learned in the tests.



Politeness poys off in commercials, too, although sometimes the viewer might not believe it. Here, o mon suffering from a heodache, is rude to o bystander.



In this comercial, the hero, although his heod is still pounding, is polite. Schwerin found reaction to a polite pitch is much more effective thon o rude one.

You Can't Go Wrong With ...

Wool Jersey

THE nicest, prettiest, most practical thing about wool jersey is that it never seems to go out of style. Despite the wonders of science and the miraculous qualities of the newer, man-made fibers, nothing takes a color, a drape, a line, as well as old-fashioned wonderful jersey.

In the new fashion department, the woman with an eye for beauty will like the non-committal aspect of jersey—non-committal about the weather or the places it goes.

Phyllis Hill, a girl who's been doing a lot of modeling lately, is seen

here in *Nantucket Naturals* white wool jersey at its best. The V cut neckline is cut deep, fore and aft, and is piped in a brilliant red. Pockets on the slim, softly draped skirt are also edged with a touch of color. Those women who like their clothes comfortable, casual and dressy all at the same time, will like this easy-going jersey.

Phyllis finds such clothes to be the only possible solution to the hectic demands of TV. The life of an actress demands that she be impeccably groomed at all times. Phyllis declares that wool jersey keeps her looking that way with a maximum of comfort. Although she has never modeled professionally, she plays the role of Poco, a girl seeking a modeling career, in the new soap opera, *Three Steps to Heaven*. On Broadway these last seven months, in *The Fifth Season*, she has been playing the part of Lorraine McKay, a blonde model in love with her boss.

"My life is one big dash," Phyllis says, "from rehearsal to TV studio to rehearsal to Broadway." Though it's difficult to keep up personally as the clothes horse she has become professionally, Phyllis finds non-crushable wool jersey the best friend a woman can have in her wardrobe.



Phyllis Hill: she believes that wool jersey is the best friend in a woman's wardrobe.



Carl Reiner: he was paid \$1 a week.

CARL REINER, the talented young comedian who throws Sid Caesar most of his straight lines, was, when he started, probably the most underpaid actor in the business.

For his first job, as a 16-year-old juvenile with the old Daly Theater stock company in New York, Carl received exactly nothing. From that point, he progressed rapidly until he was drawing down the fat fee of \$1 per week, with orders from the management not to tell the other actors.

Carl next joined a summer stock group ("they let me play leading man because I had a mustache—in fact, I think I looked older than I do now and I'm 31").

Then, after a summer in the borscht belt and three weeks singing in the chorus of *The Merry Widow*, Carl entered the Army. He volunteered for special services and turned to comedy with one of the GI units touring the Pacific theater under the supervision of Maurice Evans. He was discharged from the Army in 1945, played in the road company of *Call Me Mister* and then broke into TV on the old *54th Street Revue*.

It was there that he caught the eye of Max Liebman, impresario of *Your Show of Shows*. In 1950, Liebman offered him a job on the Sid Caesar-Impogena Coca program, and he's been one of the cast regulars ever since.

During the past season, Carl branched out into panel shows, joining the lineup on *The Name's the*

IN | THE | CAST

Same. According to him, this panel show dodge is strictly gravy for actors. "Besides being fun," he said, "there are no lines to learn, no rehearsal and the pay is good."

Although he talks blithely about his work, Carl is deeply serious about his comedy. For example, Caesar's German professor skits. "The jokes are all written and rehearsed," Reiner said, "but the charm of it all lies in Sid's freedom and his ability to expand on the lines. He ad libs as he goes, and it's my job to 'feel him out,' feeding him the right questions at the right time."



'I don't care if they are televising this operation, Miss Ross. I insist you wear a mask.'



Ray Bolger dancing
with Sylvia Lewis.

Reviews

Where's Raymond ?

PROGRAM OF THE WEEK

RAY BOLGER's writers had probably the most difficult task in television when they set out to create the new *Where's Raymond?* program (ABC). Bolger is a person apart from the usual TV comedian, possessing an off-beat, elfin type of spirit that is charming to behold on TV but difficult to evoke on the show from week to week. In trying to transmit that warm, quaint quality of Ray's to TV, his writers have succeeded only partially. They've preserved the quality, but forgotten the show.

Bolger made his TV debut last winter as a star on *Comedy Hour* and immediately caught the fancy of millions of viewers with his sprightly dancing and humor. On that show, though, he ran through most of the skits and routines that had sustained him for years in Broadway musical comedies. The TV writers, conse-

quently, were confronted with the age-old problem of show business: "What can we do for an encore?"

Their answer is a situation comedy in which Ray is cast as a Broadway musical comedy star, with a completely winsome personality but one major fault—he continually arrives at the theater at the last possible moment for each performance, driving his agent-brother and the rest of the cast wild. Seems like a thin story line on which to base a 39-week series.

The situations on each show project Ray's off-beat type of humor to the fullest. In capturing the elusive quality of their subject, though, the writers have permitted the show to drag.

But Ray has plenty of chance to give out with his singing, his wonderful dancing and his delightfully warm humor. This should be enough to please most viewers.

PRIDE OF THE FAMILY

P *PRIDE OF THE FAMILY* cannot be marked down as one of the strongest entries in ABC's new all-star program lineup. With Paul Hartman, former nightclub and musical comedy dance satirist in the lead, the program is another in the long string of family comedies now inundating TV. The laughs in this one come from preposterous situations and Hartman's wonderfully mobile face.

The show suffers from the same drawback that has plagued too many other TV situation comedies. The situations are contrived to the point of absurdity. Here's a supposedly average middle-class American family, where the husband and an old crony are found sword-fighting by the wife and kids. They immediately deduce that they are trying to kill each other. Actually, they're just rehearsing for a revival of their high-school play. This is funny?

Hartman, as head of the household, is playing the bumbling, good-hearted character that won him numerous fans in his Broadway reviews. He is a really fine dancer but the script, thus far, has not provided any op-



Paul Hartman: no chance to dance.

portunities for his specialty. The way it looks, it won't. Fay Wray, onetime movie star, is his attractive wife. She came out of retirement for this role, which is a pity because she deserves better. Natalie Wood and Bobby Hyatt, as their children, get away with their parts because neither is too precious.—R. S.

FINE TUNING



By OLLIE CRAWFORD

JULIUS LA ROSA launches own career as singer. Julius is the boy who started out as a humble \$900-a-week singer.

•
He couldn't remember the words to that *Hit Parade* song: "Be humble, don't grumble."

•
It seems that La Rosa lost his humility, and now all he's got is money. He found out that it pays to be humble, but it pays more to have an agent. La Rosa is a shy fellow, and he now figures he was shy about \$2100 a week.

•
Julie could have landed a job with

Planters, but he's tired of working for peanuts.

•
Friend of ours is now ready for a TV career, having studied singing under Mario Lanza, acting under Robert Montgomery and humility under Milton Berle. He figured he was ready for a singing career after the surgeon took out his tonsils, adenoids and backbone.

•
Julius got out just in time. He was getting dishpan hands from hanging up the wet tea bags.

•
When opportunity knocks, it's only natural that Julius seize 'er.

Christmas Sparkle

Here's one Christmas gift that keeps its sparkle—that's sure to be used and appreciated every day of the year! Yes, it's TV GUIDE and any televiewer you know would be delighted with you for thinking of it.

Editions of TV GUIDE (with complete local program listings) are now published from coast to coast, which means that it's a wonderful gift for practically everyone everywhere.

Send in your Christmas gift orders right now . . . see the handy order form inside. At the special gift rate offered, this becomes just about the most economical and convenient Christmas shopping you've ever done!



It's so nice to have a GUIDE around the house



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